

The Arts Institute Data Privacy Information

Who are you?

The Arts Institute at the University of Plymouth work to engage staff, students, alumni, partners and members of the public with contemporary arts and arts research within the University. This engagement manifests through a public arts programme and friends and members schemes. Our aim is to develop relationships with our audiences that are beneficial to both our students and the University, and also the wider arts and cultural sector.

How do you collect data about me?

We will collect data about you from a number of University sources: general stakeholder engagement records; the student and alumni records; The Arts Institute ticketing records; The Arts Institute membership and friend schemes; purchases within The Levinsky Gallery, and philanthropic donations.

The information will be updated as appropriate through The Arts Institute or University interactions with you. We continuously review records of The Arts Institute stakeholders to ensure your data is as accurate as possible. We may therefore consult alternative sources in order to do so, e.g. Royal Mail address files, BT phone directories, reviewing job information that you have made available via social media channels, such as LinkedIn or Facebook (as per their Privacy Policies), newspaper articles, company websites and other publicly available sources.

What data do you collect?

We will collect summary data about you including contact details, date of birth and degree where appropriate, professional affiliations and current employment status, and financial transactions. That may be supplemented by information you provide to us through other sources as explained above.

We do not collect or store any 'sensitive' information unless provided by you for a specific purpose such as disability status for event management.

Any data you provide will be stored securely on our External Relations database. It will be treated confidentially and in accord with current data protection legislation.

We consider our relationship with you to be ongoing, so we will continue to use your data to contact you unless we hear from you.

What will you do with my data?

If you have confirmed you would like to receive communications from us we will use your personal information to help us ensure our communications are relevant and where possible of benefit to you. Your data will be used for the following:

- Identify which art forms you are most interested in;
- Contact you to discuss your support;
- Deliver the printed Arts Institute programme to you each season;
- Through direct and/or email marketing, we will

- share news, keep you up-to-date with and invite you to:
- The Arts Institute activities and events, and
- University activities and events in association with The Arts Institute, and
- Activities and events for which The Arts Institute is a partner organisation
 - let you know about event/scheme offers and benefits
 - inform and keep you up-to-date with fundraising achievements and initiatives
 - thank you for your support
 - periodically we may contact you to ensure the data we have remains accurate and up to date

If you have indicated you do not wish to receive communications from us we will only use your data to administer your donation or the event you are attending and you will not receive any further communications from us.

Will my data be shared?

We will only share your data with other departments within the University. We will never sell your data to other companies or charities.

We may also share your data where data processors provide us with a particular service – such as hosting the External Relations database. In these situations, contracts containing appropriate contractual terms around data protection will be in place.

Email communications

We will email you about benefits and services, events which you may be interested in and to share University news. We may ask for your feedback on developments at The Arts Institute or ask you to take part in research which we are undertaking. If at any point you would like to stop receiving emails from The Arts Institute please use the unsubscribe link at the foot of an email or email theartsinstitute@plymouth.ac.uk.

If you choose to opt-out of receiving communications please note we will retain minimal information in order to ensure you receive no further correspondence from us.

The team may use MailChimp to send emails so your email address will be stored in the US. You can view MailChimp's Privacy Policy and their registration with the Privacy Shield.

Cloud Venue

Cloud Venue is the online ticketing system for The Arts Institute. It enables you to purchase tickets any time, 24 hours a day, seven days a week. Data taken through the ticketing system is also stored on the University's External Relations database, which is used to store alumni and donor data, The Arts Institute membership and mailing list details, and may be amalgamated with data we already hold.

The External Relations database is hosted for the University by Advanced (www.oneadvanced.com) and the data is held in a secure datacentre. This hosted solution provides the latest firewall and anti-virus technologies to protect your data.

Statutory information

- The data controller is the University of Plymouth
- Its data protection representative can be contacted at foi@plymouth.ac.uk

- We will handle your information in accordance with your consent. If you wish to withdraw your consent, you may do so at any point by contacting the The Arts Institute at theartsinstitute@plymouth.ac.uk. Please note that we would still retain your summary record in order to prevent you being contacted again.
- You have the right to ask us for access to, rectification or erasure of your data; to restrict processing (pending correction or deletion); to object to communications or direct marketing; and to transfer your data electronically to a third party (data portability). Please contact theartsinstitute@plymouth.ac.uk should you wish to exercise your rights.
- You have the right to lodge a complaint with the Information Commissioner's Office at <https://ico.org.uk/concerns/>