



ABOUT THIS NOTICE

This Privacy Notice describes

- What information we collect from you
- How it may be used
- How it may be shared
- Your rights under the General Data Protection Regulations

BALTIC Centre for Contemporary Art is made up of Baltic Flour Mills Visual Arts Trust, a registered charity registered in the UK, (charity no: 1076251 and Baltic Contemporary Visual Arts Trading Ltd (Registration Number: 4345367). These two legal entities act as one company, this policy extends to both parts equally and is not considered data sharing.

This Privacy Policy and the examples contained in it relate specifically to data stored and processed by the Retail Team.

WHAT DATA DO WE COLLECT, HOW DO WE COLLECT AND HOW IS IT USED?

If you sign up for an account or make a purchase from our online store you will be asked to provide information including:

Information about you, such as your name and title. We use this information to identify you.

Address information, for example your postal and email address along with any alternate delivery addresses and your preferred contact method, this information may be used to deliver your orders or to contact you.

Order Information, for example details of historic orders including the times and dates of purchases, details of products you have bought and whether you used a discount code.

Financial information. We collect all electronic payments through a payment partner, including Paypal, Shopify Payments, Optimany, Worldpay and Yorshire Bank and do not have direct access to your debit or credit card details. We are passed transaction identifiers that identify individual payments, and we are able to access information such as the time and date of a transaction, the name of the card provider and the payment status. We will only store the details that we require to process the payment or comply with UK law.

If you make a purchase from BALTIC through an affiliated store, for example Trouva.com we will store the same information which will be securely passed on to BALTIC by Trouva.

We never purchase mailing lists or add customers to our mailing list without their prior consent.

We will not automatically enroll you to our mailing list but if you do ask us to send you an email, we will use tracking codes to capture and store information regarding any responses to the emails that we have sent you, for example we will track which emails you have read, how many times you have opened the email and which if any links you have clicked. We use this information to identify which email campaigns have worked and how we can improve our communications to be of more value to our customers.

If you visit our website, we may store cookies on your computer. Cookies contain information about the device you are accessing our site from, your browser, when you last accessed our website, and where you linked to our website from. This helps us deliver the best browser experience for your device and helps us to understand the ways our customers are using the site.

We use Google Analytics tracking code on our website, this code collects information about the way the website is used, this may for example include the type of device, the browser, the time spent on the site, the number of pages visited, whether any purchases were made, and the location of the visitor. This is statistical information and is used only for analytical purposes.

From time to time, we or one of our partners for example GoogleShopping, might contact you and ask if we can carry out some market research, asking questions about your purchase experience. This information helps us ensure that we are providing a high level of service and that our customers are happy with the products we have sold them. If we do this we will always explain to you exactly what this information is for and how it will be used.

If you engage with on social media, for example on our Facebook page, Instagram or Twitter we will have access to any information that you have agreed to share on that channel. This may include your name/username, demographic information and access to content that you have posted. We may use this information for statistical purposes to help understand the size or demographic make up of our audience, we may also use contact details to send you a response to something that you may have raised.

BALTIC processes your sales data where we believe there is a legitimate business requirement for us to do so. We produce weekly sales reports, including sales by volume, value and product type. We generate statistical reports that give us information including average spend per head and numbers of new and returning customers. These reports do not include any personal data.

From time to time we may produce customer profiles, where we look at what an average customer for a particular product type might look like. We do not currently use culture profiling to categorize BALTIC shop customers.

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We may use statistical data taken on the number of visitors to the BALTIC Shop website and other sources in order apply for funding or grants from organisations such as the Arts Council. This will not include any personal data

WHO DO WE SHARE YOUR DATA WITH?

We will never sell, rent, or trade your personal data.

We may disclose your data to our affiliated organisations and subsidiaries, and to service providers who render services to us or you on our behalf (all of which are contractually obligated to act only on our instructions and in accordance with applicable laws, including GDPR).

BALTIC use such services as Raisers Edge, Sales Force, Mail Chimp, EventBrite, Virgin Money, Just Giving, Just Text Giving, Payter, Elavon, Webmis, Worldpay, Optomany, Shopify, Yorkshire Bank, HRMC and Google analytics, to deliver products and services to you. BALTIC only use secure service providers who comply with GDPR.

We may have to disclose your personal data, if required by law or to enforce our legal rights, but we will only share such information as we are obliged to lawfully comply with the request.

As a charity we have a number of stakeholders, including The Arts Council England, Newcastle and Gateshead councils, a number of funding bodies and our board of trustees, with whom we may share broad Statistical Data. This does not include individuals' personal data.

HOW DO WE STORE YOUR DATA AND HOW LONG DO WE STORE IT?

We store your data on secure servers as covered by GDPR. When data is stored within a hosted environment (for example a mailing list hosted by Mail Chimp), that data will also be stored on a European Server, in compliance with the GDPR guidelines.

Personal data will not be kept by BALTIC for longer than necessary, in relation to the purpose for which such data is processed. An example of this might that we will keep you on our mailing list while you continue opening our emails and will remove you after a period of a year if you have not engaged with us.

WHAT ARE YOUR RIGHTS?

Your rights under the European General Data Protection Regulations than come into force in May 2018 are summarised below:

Your rights	What does it mean
Right of Access	To know if we have your data and to see it.
Right to Rectify	To correct your data if you believe it is inaccurate
Right of Portability	The right to request a copy of your data in a common

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	machine readable format that can be transferred to another organisation or database.
Right of Erasure	To have some or all of your data deleted (where legally possible)
Right not to be Profiled	The right not to be subject to a decision based on automated processing.
Right to Restrict Processing	To opt out of processing your data in a particular way without necessarily deleting it.
Right to withdraw consent	If you have provided consent, you may withdraw this at any time.
Right to Object	You have the right to register and objection if an organisation continues to process your data or send you direct marketing on the grounds of scientific/historical research or legitimate interests or public interest.

You can exercise your rights at any time by contacting data@balticmill.com

If you choose not to share your data this may affect our ability to provide the services you request.

If for any reason we change the way that we collect, store or process your data, details of the changes will be updated on our website. We will also undertake to make you aware of these changes via your chosen contact method.

BALTIC's website contains links to other websites that BALTIC thinks might interest you. BALTIC is not responsible for the privacy practices of third parties and you should read their own privacy information. The information and usage described here, applies only to personal data collected by BALTIC, BALTIC 39 or BALTIC Shop.

HOW DO YOU UPDATE YOUR DATA WITH US?

If you would like to contact us at any time, to find out more about what data we may have about you, how we process or share data, to update your data, or to have your data deleted from our records please contact data@balticmill.com or shop@balticmill.com.

You can call BALTIC on 0191 478 1910 or speak directly to the Shop team on 0191440 4945, or you can write to us at BALTIC Centre for Contemporary Art, Gateshead Quays, South Shore Road, Gateshead, NE8 3BA