

BALTIC Privacy Policy: Fundraising

ABOUT THIS POLICY

This Policy describes

- What information we collect from you
- How it is used
- How it is shared
- Your rights under the General Data Protection Regulations (GDPR)

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 (Registered Number: 4345367). These 2 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 BALTIC for activities related to fundraising.

WHAT DATA DO WE COLLECT AND HOW DO WE COLLECT IT?

We collect information that you provide directly and indirectly as set out below.

DIRECTLY

- When you sign up to our mailing list
- Give us your contact details
- RSVP to an event
- Make a donation or gift (including sponsorship)

INDIRECTLY

- From independent fundraising sites
- Publicly available information

Your information may be shared with us by independent fundraising sites like Just Giving or Virgin Money Giving. These independent third parties will only do so when you have indicated that you wish to support BALTIC and with your consent. You should check their privacy policy when you provide your information to understand how they will process your data.

We may collect information found in public places such as Companies House and information that has been published in newspapers, publications and on an organisation's websites. The information we may have access to will depend on your

privacy settings so you should regularly check them. If we contact you using data collected indirectly, we will request your consent to keep your data.

The sort of information we collect is:

- Your name
- Email
- Postal address
- Preferred contact method

If you contact us on behalf of a company we may collect information about your role within that organisation, for example your job title.

Sometimes, we carry out research using publicly available information from sites such as the electoral roll, Companies House, Google, Who's Who and LinkedIn to update records or where we think that information would allow us to better understand your needs and improve our fundraising methods, products and services.

If you are a sponsor, member or patron or you have made a contactless donation or a donation with gift aid, we may need to store your payment details in order to process your payment. We will only store the details that we require to process the payment or comply with UK law.

If you use our website or wifi, we may collect information about you and your use, including your IP address, which pages you have visited and how much time you spend on it. This information is for general analytical use and we would not associate it with any other personal data like your name or email unless you give us your permission to do so.

WHY DO WE COLLECT YOUR DATA AND HOW DO WE USE YOUR DATA?

We will only use your personal information where we:

- Have your consent to do so
- Need the personal information to perform a contract with you
- Need to process your personal information for our legitimate interests, and only where our legitimate interests are not overridden by your data protection interests or fundamental rights and freedoms
- Have a legal obligation to do so
- Need the personal information to protect your vital interests or those of another person

If you have opted to receive mailings from us, we use your contact information to send you direct marketing and events information. We may use information like your postcode to help us decide which information may be most relevant to you.

If you have expressed an interest in joining one or more of our special interest groups, for example becoming an individual member or corporate sponsor, or you have previously donated we may use this information to help identify future offers and opportunities for you (this is sometimes called profiling). We do not engage with third parties to obtain information about your propensity to give (e.g. wealth screening).

If you have given us your banking details to process donations, these will be used to process the donations and to send you a receipt for such donations if requested. We may use your personal data to claim GiftAid, if you have given us permission to do so.

Sometimes it is necessary to process your data for us to comply with our legal obligations, like when we send GiftAid information to HMRC.

We may use your personal data for internal reporting and analysis. For example, we may look at how many people open an email, attended an event or how many of our donors are have a Gateshead postcode. This helps us to improve our interactions with you and we believe this is a legitimate organisational interest to create better fundraising events, better communications, a better website and an improved experience for you.

We may use your payment data to compile statistical reports. For example we produce weekly reports looking at how much income is generated from donations, gift aid and, sponsorship programmes. Personal data does not form part of these reports.

Where necessary, BALTIC may process your data where we believe there is a legitimate interest for us to do so – this may be for relevant direct marketing or events. This will be targeted and proportionate to achieving our purpose, if there is another reasonable and less intrusive way to achieve the same result this will always take precedent.

If we feel you would not reasonably expect us to use your data in a particular way, or it would cause you unwarranted harm, your interests will override ours. We only process data using legitimate interests where there is no impact to the individual and a minimal privacy impact.

You can object to this processing at any time and we will stop. See below 'What are your rights'.

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, MailChimp, 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, funding bodies and our board of trustees, with whom we may share broad statistical data. This does not include any individual's personal Data.

HOW DO WE STORE YOUR DATA?

We store your data on secure servers. When data is stored within a hosted environment (for example a mailing list hosted by MailChimp), 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. If you have been a sponsor and we need to keep your records for a set time for legal reasons your data will be kept until the end of that period and then removed.

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 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 to not 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 BALTIC at data@balticmill.com

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.

If you choose not to share your data this may affect our ability to provide the services you request. For example, we are unable to receive a donation from you if you do not provide your payment information.

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 development@balticmill.com.

You can call BALTIC on 0191 478 1910 or speak directly to the Development team on 0191 440 4956, or you can write to us at BALTIC Centre for Contemporary Art, Gateshead Quays, South Shore Road, Gateshead, NE8 3BA