

The Spark Arts for Children



Privacy Policy

The Spark understands how important it is to protect your privacy, and takes its responsibilities regarding the security of customer information very seriously. We are committed to protecting your personal information and being transparent about what information we hold about you. We will only use any personal information you send us for the purposes for which you provide it, or where allowed by law.

We use your information in accordance of all applicable laws concerning protection of personal information, including the General Data Protection Regulation (GDPR) and Privacy & Electronic Communications Regulations (PECR).

This Privacy Policy governs the use of the Spark Arts for Children website, and related platforms such as CiviCRM (for event bookings and email communications).

Information collection

You can visit most parts of The Spark Arts for Children website without telling us who you are and without giving us any personal information. The only information we collect from a normal website visit is the name of your internet service provider (ISP), the web site that referred you to us, the browser and type of machine you are using, the pages you request and the date and time of those requests.

This data is made available to us through Google Analytics to enable us and them to carry out analysis and research on demographics, interests and behaviour of our users and supporters to help us gain a better understanding of them to enable us to improve our services. Information on Google Analytics Privacy Policy can be read here: <https://policies.google.com/privacy>

Via this website, we will collect personal information from you in a number of ways:

- Information you give us: For example when you sign up for email newsletters or book tickets using this website or make an event booking via CiviCRM, we'll store personal information provided such as your name, email address and organisation. We will also keep a record of your purchases, donations and contact preferences. In order to do this, we may need to share your personal information with our secure service providers and agents. We will not collect any personal data from you that we do not need.
- Information about your interactions with us: When we send you a mailing we store a record of this, including which emails you have opened and which links you have clicked on.
- Cookies: Cookies are small text files that are automatically placed onto your device by some websites you visit. They are widely used to allow a website to function, as well as to provide website operators with information on how the site is being used. We use cookies to identify how the website is being used and what improvements we can make. All cookies are anonymous and cannot be traced back to you individually.

Legal basis

There are three legal bases under which we may process your data:

- **Contract purposes:** When you make a purchase from us, sign up to one of our programmes or make a donation, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example, we may need to contact you by email or telephone in the case of cancellation of an event, or any problems with your payment.
- **Legitimate business interests:** In certain situations we collect and process your personal data for purposes that are in our legitimate operating interests. However we only do this if there is no overriding prejudice to you by using your personal information this way. We describe below all situations where we may use this basis for processing.
- **With your explicit consent:** For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as your organisation or what events you have booked for in the past, as well as any contact preferences you may have told us about.

Email marketing is sent via the CiviCRM platform hosted by GMCVO, and we use the platform to store your contact details, email preferences and a record of which emails you have opened and which links you have clicked on.

We use our legitimate business interest as the legal basis for communications by post or email with relevant business contacts, including those working in the arts, cultural and education sectors. In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. In the case of email, we will give you an opportunity to opt out in every email that we send you, or you can do so by emailing admin@thesparkarts.co.uk

Online Bookings

We use our website (hosted by Cuttlefish) to process ticket bookings for performances, and CiviCRM (hosted by GMCVO) for workshops, CPD events, delegate programmes and other conferences and events. All event bookings are processed through PayPal, and The Spark do not have access to your payment details.

By making an online booking, you consent to your data being shared with relevant members of the The Spark team and course leaders. Please see individual programmes for full booking terms & conditions.

Third Parties

Beyond those already identified in this policy, we will never share your data with third parties without requesting explicit permission before doing so. We will never sell your data to other organisations.

Security of your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same.

Maintaining your personal information

We will only store your personal information for as long as necessary for each process, and you can ask for your information to be deleted at any point by emailing admin@thesparkarts.co.uk

For specific processes named in this policy:

- Marketing communications: We will keep your contact details on relevant mailing lists until you request to unsubscribe.
- Event bookings and donations: We will keep a record of event bookings and donations for 7 years after the end of the financial year of the transaction date for tax and financial reporting records. After this period your information will be deleted, unless you make any further bookings/donations during that time.

If there are aspects of your record that are inaccurate or that you would like to remove, please use the contact details at the end of this policy.

Any objection you make to processing of your data, such as unsubscribing from email marketing, will be stored against your record on our system so that we can comply with your requests.

Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right. We do not charge for this but reserve the right to charge a fee if additional information is requested that will incur excessive administration costs.

Contact details and further information

If you would like further details on how your information is used and stored, or would like to access, update or remove your data, please contact the Data Protection Officer at admin@thesparkarts.co.uk telephone 0116 261 6893 or write to:-

The Spark Arts for Children
LCB Depot
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LE1 1RE

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