

WALFORD MILL EDUCATION TRUST LTD

PRIVACY POLICY



WALFORD MILL

How we respect privacy when we deal with personal information collected by our organisation.

This Privacy Policy applies to information we at Walford Mill Education Trust (WMET) collect about individuals who interact with our organisation. It explains what personal information we collect and how we use it. If you have any comments or questions about this policy, feel free to contact us at admin@walfordmillcrafts.co.uk

1. Personal data that we process

The following table explains the types of data we collect and the legal basis, under current data protection legislation within the General Data Protection Regulation 2018 on which this data is processed.

Purpose	Data (key elements)	Basis
Making an enquiry to our organisation	Name, email or phone number, message	Legitimate interests - it is necessary for us to read and store your message so that we can respond in the way that you would expect.
Subscribing to email updates about future events and activities	Name, email	Consent - you have given your active consent.
Making a donation	Name, email, address, payment information	Legitimate interests - this information is necessary for us to fulfil your intention of donating money and your expectation of receiving a confirmation message.
Hiring studio space, education space for workshops, exhibition space	Name, email, phone, address, bank details	Contract – this information is necessary for us to fulfil the contract between WMET and the hirer

WMET does not collect website information through cookies.

2. How we use your data

When you supply personal information to us, we are legally obliged by the General Data Protection Regulation 2018 to ensure that the information you have provided is only used

for the purpose for which it was intended, and to ensure that the data is kept securely. We will only use your data in a manner that is appropriate considering the basis on which that data was collected, as set out in the table at the top of this policy. For example, we may use your personal information to:

- reply to enquiries you send to us;
- handle donations that you initiate;
- where you have specifically agreed to this, send you marketing communications by email relating to our work which we think may be of interest to you.

3. When we share your data

We will only pass your data to third parties in the following circumstances:

- you have provided your explicit consent for us to pass data to a named third party;
- when we are using email marketing tools such as Mailchimp to send one email to many people at once on our behalf. Mailchimp is a third party data processor and we have in place a data processing agreement with these third parties that fulfils our legal obligations in relation to the use of third party data processors (we have no control over and are not responsible for the privacy policies and practices of these third parties);
- when we are using Google Forms to provide our online application forms for makers and others to apply, for example, for studio spaces or to hire the exhibition gallery. Google Forms adheres to the same robust privacy commitments and data protections as the rest of Google Cloud's enterprise services.
- we are required by law to share your data.

4. How long we keep your data

We take the principles of data minimisation and removal seriously and have internal policies in place to ensure that we only ever ask for the minimum amount of data for the associated purpose and delete that data promptly once it is no longer required.

Where data is collected on the basis of consent, we will seek renewal of consent at least every three years.

5. Rights you have over your data

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time and we will make it as easy as possible for you to do this. There will always be 'unsubscribe' links at the bottom of our marketing emails/newsletters.
- You have the right to ask for rectification and/or deletion of your information.
- You have the right of access to your information.
- You have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed.

A full summary of your legal rights over your data can be found on the Information Commissioner's website here: <https://ico.org.uk/>

If you would like to access the rights listed above, or any other legal rights you have over your data under current legislation, please get in touch with us.

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