

Ikon Privacy Statement

Ikon Gallery is an independent educational charity and art gallery based in Birmingham. The Gallery was incorporated in 1967 as a company limited by guarantee (in England: No.00902136) and registered as a charity (in England: No.528892).

Ikon is committed to safeguarding the privacy of our website users and visitors which is why we have developed this privacy policy, which sets out our data collection and processing practices in accordance with the EU General Data Protection Regulation (GDPR) which takes place from 25 May 2018.

The data we collect

The Gallery will collect basic personal data, such as name, job title, organisation & email address. We also collect but do not retain data relating to race or ethnic origin, religious beliefs, physical or mental health or sexual preferences as requested by Arts Council England.

Data given to us directly by you - email

Ikon collects personal identifiable information that is voluntarily provided to us in person at events or at our reception or by visitors to our website. The purpose of using this data is to send our subscribers fortnightly communications about the work we are doing and information about and invitations to our public events. Our e-newsletters are delivered by a third-party provider who complies with the GDPR guidelines. By providing this personal data to us either via the website or in person and opting in, visitors are consenting to our use of their personal data. If you consent to receiving our newsletter, any information we use for this purpose will be held by us until you tell us you no longer wish to receive this information.

Should any subscriber subsequently choose to unsubscribe from the mailing list, we provide clear and easy instructions on the email specifying how to do this; alternatively a visitor may contact us at the Gallery or on ikonunsubscribe@ikon-gallery.org and request to be removed from the list.

Databases kept are:

- Ikon fortnightly email central database
- Ikon educational database (teachers, schools, universities etc) for specific learning activities
- Ikon information assistant/casual job list (students, those wishing to work for Ikon etc) for specific advertisement of Information Assistant roles quarterly

Data given to us directly by you – non email

Ikon also collects personal identifiable information that is voluntarily provided to us in person at events or at our reception or by visitors to our website. The purpose of using this data is to send our subscribers quarterly postal mail outs about the work we are

doing and information about and invitations to our public events. Our mail outs are delivered by a third-party provider who complies with GDPR guidelines. By providing this personal data to us either via the website or in person and opting in, visitors are consenting to our use of their personal data. If you consent to receiving our postal mail outs, any information we use for this purpose will be held by us until you tell us you no longer wish to receive this information.

Our database of postal addresses only has grown by those opting in and voluntarily giving us their data. The basis for processing this information is legitimate interest as we deem the use of their data necessary to fulfil our charitable objectives. This information is processed after we have conducted a balancing test which determines that our interests as an organisation do not override the individual's interests, rights and freedoms. This type of data is held no longer than is necessary to perform our objectives, or until the individual asks to be removed.

All members of the postal database have the ability to be removed at all times. They can at any time 'return to sender' which is clear on all envelopes or they can be in touch with the Gallery or on ikonunsubscribe@ikon-gallery.org and request to be removed from the database. All postal addresses which are returned by Royal Mail (ie people who have moved) are removed from the database.

Data publicly available

This may include individuals who hold public office roles, funders and potential partners for our exhibitions, educational projects and events. The legal basis for processing this information is legitimate interest as we deem the use of their data necessary to fulfil our charitable objectives. This information is processed after we have conducted a balancing test which determines that our interests as an organisation do not override the individual's interests, rights and freedoms. This type of data is held no longer than is necessary to perform our objectives, or until the individual asks to be removed.

Data processed under contractual obligation

Data kept under contractual obligation includes basic personal information from our sponsors, funders and suppliers in order for us to provide our services. It is kept for a minimum of 6 years. After this time it will be destroyed if it is no longer required for the purpose for which it was obtained.

Applications for job roles

We keep details of people who apply for a position with Ikon, or send a speculative CV. The data is kept for no longer than six months from the closing date of the post applied for, or after receipt of the CV. All applications are then discarded securely. Our policy is to employ the best qualified person for the job advertised and to provide equality of opportunity to all.

Sharing your personal data

We do not share any contact details with partners we work with unless the member of the public specifically opts in to allow this to happen. For example, if we are hosting an

event by a festival and but Ikon managing the events and tickets are booked via Ikon, we will ask not only if you would like to opt in to Ikon's email and mailing list, but also if you would like to opt in to the festival's email and mailing list.

Security

Ikon has appropriate IT safeguards to ensure that its data is kept secure in encrypted storage. Our employees are instructed to follow the Gallery's internal security policy, which include measures preventing the loss, destruction, misuse and unauthorised disclosure of any personal data kept on our database.

Individual Rights

Any individual can request to see the information we hold on them at any time. If you believe the information we hold on you is incorrect, you will have the right to have this rectified or deleted accordingly.

A full list of an individual's rights under GDPR is as follows:

1. The right to access the personal data we hold on you
2. The right to correct and update the personal data we hold on you
3. The right to have your personal data erased
4. The right to object to processing of your personal data
5. The right to data portability
6. The right to withdraw your consent to the processing at any time for any processing of personal data to which consent was sought.
7. The right to object to the processing of personal data where applicable.
8. The right to lodge a complaint with the Information Commissioners Office. You can [contact the Information Commissioners Office via email](#), on 0303 123 1113, or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

If you would like to contact us to ask about your data, have questions or you do not feel that your concerns have been addressed in our privacy statement, please do not hesitate to contact us by email at ikonaccessrequest@ikon-gallery.org

Cookies

Data collected when you visit our website

A Cookie is a small component of data a website stores on your PC which considers information about your navigation on that website. Cookies are used by us to get statistics on the use of our site through its users. This is done by analysing data such as the amount of time spent on each page and most visited pages. The data helps us to improve the quality of the website.

www.ikon-gallery.org uses Google Analytics cookies to help us analyse how visitors use our site. To opt out of Google Analytics cookies, please go to: <https://tools.google.com/dlpage/gaoptout>

Third party links

A number of other organisations' websites have links on our site. If you link to their sites, they may collect information in accordance with their own privacy policies. Such sites are not within our control and are not covered by this privacy policy.

For further information about cookies see the Information Commissioner's Office advice.