

Privacy Policy

Additional information for donors and potential supporters

This document contains information which is specific to our donors and potential supporters. If you fall into one of these groups you should also see our general Privacy Policy online at <https://www.impressions-gallery.com/privacy-policy/>

1. What personal information we collect about our donors and potential supporters

We collect personal information that is necessary to carry out our fundraising activities, process donations, and keep you informed about the Gallery and its projects.

The personal information we collect from you may include your:

- name, title, gender, and date of birth
- email address, phone number, postal address
- current interests and preferences
- donations you have made to the Gallery
- credit card or other payment information (we only store this for as long as we need to process payment)
- contact preferences
- bank details (if setting up a regular direct debit)
- Gift Aid declaration
- details of correspondence sent to you, or received from you
- any other information provided by you to Impressions Gallery
- images of you recorded on our CCTV cameras
- images captured on film or photography taken in the Gallery

Special categories of personal data

Under data protection law, certain categories of personal information are recognised as sensitive, including health information and information regarding race, religious beliefs, and political opinions ('special category data') and personal data relating to criminal convictions and offences. We only collect such information about donors, and potential

supporters in limited cases, and where there is a clear reason for doing so, such as accessibility or dietary requirements for events, or due diligence in respect of major donations.

In respect of certain special category data, we may collect information that is manifestly made public by you (for example, where you have published your political opinions/affiliations).

2. How we collect your personal information as a donor or potential supporter

Information you provide

We collect personal information that you may provide to us including when you:

- make a donation to any of us or complete a Gift Aid declaration
- respond to an invitation or attend an event at the Gallery
- are in correspondence or verbal conversation about a donation or Gallery-related project with a member of the Development department.

Information we get from your use of our website(s) and services

We collect information about the services you use and how you use them in a number of ways, including:

- When you visit our website, including through the use of cookies. See our 'Cookies and Data Privacy' below for more information.
- When you view and interact with our emails and website content.
- Information about contact you have with us as a supporter of Impressions Gallery.

3. How we use your information as a donor or potential supporter and our legal basis for processing it

We will only process your information if we have a legal basis for doing so under current UK data protection legislation including:

Processing your information because it is necessary for the performance of a contract with you or in order to take steps at your request prior to entering into a contract, for example:

- To process payments

Where we are required by law to process your information, for example:

- To make a Gift Aid claim.

Where we have your consent to process your information, for example:

- Where you have agreed to receive email invitations in relation to Gallery events.

Where you have given consent to the processing of your data you may withdraw it at any time. See the general Privacy Policy on our website for further details.

Where processing your information is necessary for our legitimate interests, for example:

- To process donations;
- When we carry out due diligence in advance of soliciting or accepting major donations in order to make sure we do not accept gifts from sources which could harm the reputation of the Gallery;
- When we collect and view images of visitors to the Gallery (including at patrons or supporters events) on CCTV footage for security purposes;
- Where (from time to time) we (or a third party) carry out any filming, including interviews or filming/photographing of talks or events in the Gallery. Where particular areas of the Gallery are going to be used for filming or photography, we will always flag this in advance with clear signage or otherwise make you aware of the filming in advance, so that you can avoid being filmed or photographed.

Where we are relying on this basis of processing you have the right to object to this. See the general Privacy Policy on our website for further details.

We may process special category data (for example, health data) on the basis of additional grounds, including where it is necessary to protect an individual's vital interests (for example, where you have a life-threatening accident or illness while at a supporters' event at the Gallery, and we have to process your personal data in order to ensure you receive

appropriate medical attention.)

4. Our communications with you as a donor or potential supporter

We are committed to communicating with donors and potential supporters using an approach that is right for you. This means we carefully manage the communications we send you to ensure that we are contacting you in the most relevant way.

If you are a mailing list subscriber see our document *Additional Information for Mailing List Subscribers* available on our website at http://www.impressions-gallery.com/about_impressions/legal.php

If you have agreed to receive email invitations to events, you can change your preferences at any time by:

- Indicating that you do not wish to receive our emails by clicking the 'unsubscribe' link at the end of our marketing emails
- Contacting us at data@impressions-gallery.com

If you have provided us with your postal address we may send you direct mail about our work or invitations to our events, unless you have told us that you don't want to receive such information via this channel. You may change your direct mail preferences by contacting us at data@impressions-gallery.com or by writing to us at Data Protection, Impressions Gallery, Centenary Square, Bradford, BD1 1SD.

5. What other organisations we share your information with

We will not sell your personal information to any third parties or external organisations.

Sharing your information with our service providers/external data processors

We may share some of your personal information with our service providers/external data processors, to carry work out on our behalf. Examples of such service providers/data processors include:

- City of Bradford and Metropolitan District Council (BMDC), which provides our CCTV services within the Gallery; we share CCTV footage and other information about security incidents in the Gallery with BMDC.
- Our email distribution service provider MailChimp.
- When you use our secure online donation page, you are going through to our payment processing partner (Charities Aid Foundation). The information you give such as your debit or credit card number and contact information is provided to them so that the transaction can take place. This is done in accordance with the Payment Card Industry Security Standard and Impressions Gallery do not receive or retain your Credit or Debit Card details as part of the transaction.

Any such companies are acting as our data processors and the contracts we enter into with them require them to comply with UK data protection laws; to process your information only for the purposes we specify, and to make sure they have the appropriate controls in place to protect the security of your information.

Sharing CCTV footage

CCTV footage may, in the event of a security incident, be shared with the police and/or local authorities where it is lawful and appropriate to do so, in accordance with our legitimate interests outlined above.

6. How long we keep your information

We will keep your information for as long as is necessary for the purposes set out in this privacy notice, to fulfil our contractual obligations to you, and to comply with legal requirements, tax, and accounting rules for Gallery record-keeping purposes. The retention period will vary according to the nature of the purpose under which the information is held. For example:

- We retain Gift Aid declarations in accordance with HMRC guidance, which in the case of a one-off donation is generally six years from the end of the accounting period in which the donation is received; the period is longer in the case of a declaration which applies to a series of donations or if an HMRC query is received during the normal retention period.