

# Privacy Policy

## Additional information for our mailing list subscribers

This document contains information which is specific to our mailing list subscribers. If you are an mailing list subscriber you should also see our general Privacy Policy online at <https://www.impressions-gallery.com/privacy-policy/>

You can sign up to our mailing list via our website.

If you belong to a relevant professional group you may also be invited to sign up for email updates about our Education Programme, Press and Marketing, and Touring Exhibitions Programme.

If you're a Supporter please see the document *Additional Information for our Donors and Potential Supporters* to find out more about email communications which are specific to those groups.

### **1. What personal information we collect about our mailing list subscribers**

We only collect information that is necessary to keep you informed about the Gallery and its activities. The personal information we collect from you as a mailing list subscriber may include your:

- Name.
- Email address.
- Postal address.
- Country of residence.
- Job Title.
- Company Name.
- Age declaration (confirming you are over 16)
- Contact preferences.

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'). We do not collect special category personal data about mailing list subscribers.

## **2. How we collect personal information about you**

- We collect personal information that you provide to us when you sign up to our mailing list updates.
- We collect information when you view and interact with our website content through the use of cookies. See the *Cookies and Data Privacy* section of our Privacy Policy on our website for more information.
- We may also receive information about you from third parties, for example when you view and interact with our email newsletters sent via Mailchimp or, you book tickets for events through Eventbrite.

## **3. How we use your information as a mailing list subscriber 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:

### **Where we have your consent to process your information:**

We will use your information to communicate with you by email or post with your consent. Our updates may include:

- Regular email newsletters letting you know about our latest exhibitions, talks, events, workshops, changes to our opening hours, special offers available in the Gallery shop, and ways to support the Gallery.
- Postal invitations to exhibition openings and special events.
- Press releases (if you are signed up to our Press and Marketing mailing list)
- Education opportunities for people working in cultural education (if you are signed up to our Education mailing list)

## Changing your mailing list update preferences:

You can change your mailing list preferences or unsubscribe at any time by:

- Indicating that you do not wish to receive emails or information by post by clicking the 'unsubscribe' link at the end of our emails.
- Contacting us at [data@impressions-gallery.com](mailto:data@impressions-gallery.com)
- Writing to us at Data Protection, Impressions Gallery, Centenary Square, Bradford, BD1 1SD

## 4. What other organisations do 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 include MailChimp who we use to store our contact data and send our email newsletters.

When we send emails via MailChimp, we'll sometimes track who opened the emails and clicked the links. We do that to measure our Campaigns' performance and to improve features for subscribers. There is no third-party tracking in messages we send through MailChimp. MailChimp's privacy policy is available at <http://mailchimp.com/legal/privacy>.

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 make sure they have the appropriate controls in place to protect the security of your information.

## 5. How long we keep your information

We will only keep information about you for as long as you subscribe to our mailing list.