

# Privacy Policy

## Additional information for visitors to the Gallery

This document contains information which relates specifically to your visit at the Gallery. Visitors to the Gallery should also see our general Privacy Policy online at <https://www.impressions-gallery.com/privacy-policy/>

### **1. What personal information we collect when you visit the Gallery and how we collect it**

The personal data we collect on your visit may include:

- Your name and contact details given in relation to your comments, queries, feedback, or responses to surveys conducted while you are at the Gallery.
- Credit card or other payment information given in relation to donations made at the Gallery;
- Images of you recorded on our CCTV cameras.
- Images captured on film or photography taken in the Gallery.

### **2. How we use the information we collect when you visit the Gallery 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 processing your information is necessary for our legitimate interests, including:

- For processing donations made when you visit the Gallery;
- Where we collect and view images recorded on our CCTV cameras, which we use only for security reasons to help us keep our visitors, staff, and artwork safe;
- 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 the legitimate interest basis for processing data, you have the right to object to this. See the general Privacy Policy on our website for further details.

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

- From time to time we may undertake surveys of our visitors or invite visitors to participate in research projects in order to improve our services.
- Following our courses and events we may ask for feedback in order to assess and improve our services.

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

**Where we need to process special category data for your vital interests**

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 visiting the Gallery and we have to process your personal data in order to make sure you receive appropriate medical attention).

**3. 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 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.

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.

#### **4. 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 policy. The retention period will vary according to the nature of the purpose for which we hold the information.