



Registered Office: 16 Minerva Works 158 Fazeley St Birmingham B5 5RS
Vivid Projects Limited is a Company Limited by Guarantee. No. 8116990

Vivid Projects Privacy Policy

Updated 24/5/18

Vivid Projects is committed to protecting your personal data and being transparent about what information we hold about you.

Using personal data allows us to develop a better understanding of our clients and supporters, and helps us provide you with relevant and timely information about the work that we do.

This Privacy Policy gives you detailed information on what personal information we hold, when and why we collect it, how we use it and how we keep it secure.

1. Information About Us

Vivid Projects is a not for profit company, limited by guarantee. We are registered in England and Wales as Vivid Projects Limited company number 8116990.

We have an appointed Data Protection Officer to ensure that we process your personal data in an open, accurate and legal manner. If you have any questions regarding your information you can contact us at info@vividprojects.org.uk or by post at our registered office 16 Minerva Works, 158 Fazeley St Birmingham B5 5RS, marked for the attention of Vicky Roden.

2. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

In simpler terms this means any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but also less obvious information such as identification numbers, electronic location data, and other online identifiers.

3. When do we collect data?

We collect certain information from you in order to provide the service/s you request from us. We will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

We gather your information when you:

- Sign up to our mailing list, in person or online at www.vividprojects.org.uk
- Join as a member of Black Hole Club
- Book to attend an event
- Make a purchase from us
- Complete an audience or artist survey
- Participate in one of our projects

4. What data do we collect?

We only collect information that is necessary to carry out our legitimate business interests – this is limited according to the type of service you require. This might include.

- Prefix and name
- Home, delivery and billing addresses and postcodes
- Email address
- Telephone number(s)
- Education and employment history
- Payment card number, expiry date, issue no and name of card holder– We may collect but will not hold payment card information. Dependant on the ordering method, payment card information is entered onto a secure online payment provider by the cardholder.
- Correspondence- if you contact us we may keep a record of that correspondence.
- IP addresses – when you visit our site, we will automatically receive your IP address, a unique identifier for your computer or other access device.
- Cookies -As with the majority of websites, we collect cookies to enhance user experience and to enable our site to properly function.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We may collect Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, gender identity, sexual orientation) and this data is only used as part of any Aggregated Data we collect, to fulfil certain reporting requirements of our funders.

5. Who accesses my data?

The personal data you give Vivid Projects is held securely and, unless otherwise stated, will never be passed on to third parties. We may outsource functions, such as the use of marketing apps including Eventbrite and service providers such as Mailchimp, and those third party processors will be responsible for the safe and confidential processing of personal data on our behalf.

Third parties

We use Eventbrite to process all ticket bookings and donations.

We use Mailchimp to manage our email communications.

No data transmission over the internet is 100% secure. Because of this, we cannot guarantee the security of any information which you disclose to us and therefore draw your attention to the fact that you do so at your own risk.

In exceptional circumstances, we may be asked to communicate personal information to law enforcement agencies, national security agencies, courts or other public bodies in any jurisdiction where we are subject to the law, regardless of where personal information is stored. If we receive a production order, warrant, subpoena or other enforceable demand, we will comply as required by law.

6. What do we do with your data?

Vivid Projects must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. These uses may include:

Website

To help us design our website and improve your experience, we may collect information about the way you use and access our website. We collect information about each visitor, including IP address, the length of time spent on the website and the order in which pages are visited. This data is also used as part of any Aggregated Data we collect, to fulfil certain reporting requirements of our funders.

This Privacy Policy applies only to your use of our websites www.vividprojects.org.uk and www.-blackholeclub.com. Our site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

Mailing Lists

If you sign up to our mailing lists we will collect your name and email address and provide an option for you to provide a postal address. We use this data for marketing purposes, which may include contacting you by email with information and news about the activities you have expressed an interest in such as events, exhibitions and opportunities at Vivid Projects.

You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. We will not share your information with anyone else unless you have given your consent when signing up to the mailing list.

At any time you have the right to ask Vivid Projects to amend or stop how it uses your personal information including for marketing purposes. You can do this by clicking on the mailing list button on our website at www.vividprojects.org.uk/contact or by contacting us by email or writing to us using the contact details at the top of this page .

Black Hole Club Membership

When you join we will collect your name, postal address, email address, website, phone number, date of birth and demographic information for equality monitoring purposes. We will also ask about your educational experience and professional experience. We may use this data for marketing purposes, which may include contacting you by email with news about our activities. We will never share your details without your consent, you will not be sent any unlawful marketing or spam and you will always have the opportunity to opt-out. We may use anonymised aggregated data in applications and reports to funders.

7. Your Access Rights

You have a right to access the personal information that is held about you. To obtain a copy of the personal information Vivid Projects holds about you, please email us at info@vividprojects.org.uk

Providing your information to us is voluntary. The purpose for collecting personal information is to enable us to provide our products and services to you.

Whenever our legitimate basis for collecting and using personal information is your consent, you can withdraw or modify your consent for future collection or use of your personal information at any time, and we will explain the consequences of doing so.

If we use your personal information for sales or marketing purposes, you can ask us to stop at any time and we will do so.

We keep personal information as long as you are a client of ours or as long as we need to keep it to comply with our legal obligations.

The personal information we collect comes directly from you, in which case you are in control of its accuracy. Information that is found to be inaccurate, either through our own audits or following your request for correction, is updated.

8. How can you make a complaint ?

We are committed to investigating and resolving complaints about our collection or use of your personal information. To make a complaint, contact us at info@vividprojects.org.uk

9. Notification of Changes to This Policy

If we need to make changes to our Privacy Policy due to legislation, the changes will be posted to this webpage.