

Lakes Arts Festivals Ltd

Privacy Notice

Lakes Arts Festivals Ltd is committed to protecting your privacy. We will use the information that we collect about you in accordance with, the Privacy and Electronic Communications Regulations 2003, the Data Protection Act 1998 (DPA) and any replacement laws, and, from May 2018, the General Data Protection Regulation.

We have made improvements to our privacy notice so that it is clear and easy for you to exercise the rights you are granted under data protection legislation, and for you to choose how you want to hear from us.

The purpose of this notice is to give you a clear explanation about how Lakes Arts Festival Ltd - and any third parties we work with - collect and use the personal information you provide to us.

We take care to ensure that we use your information in accordance with all applicable laws concerning the protection of personal information.

Who we are

LICAF is presented by Lakes Arts Festivals, a company limited by guarantee registered in England and Wales, company number 08320981, whose aims are to promote access to arts and culture through the creation and development of innovative festivals

What information do we collect?

The personal information that we collect includes:

- name, title, date of birth and gender
- information about race, ethnicity and sexual orientation (you have the right to decline to provide us with this information)
- contact details including postal address, email, phone numbers and links to social media accounts
- transaction history (we never store your whole card number, although we may keep a note of the last four digits to help us identify transactions)
- access requirements (for example if you require wheelchair access, audio description, BSL interpretation, or any other access requirement) and whether you have a disability defined by the Equality Act 2010

- details of visits to our website including traffic data, location data, operating system, browser usage, and the resources that you access
- image and likeness (in photographs and videos we use for promotional purposes)
- other background personal information you provide to us (for example when you apply for a job, tell us your story, provide a reason for making a donation or correspond with us).

How do we collect your information?

You give us your information when you buy a ticket, make a purchase at the festival, buy something online or on our website, sign up for one of our events, update your preferences on our website, make a donation or communicate with us. We also keep your details when you sign up to receive email from us. If you have signed up to our mailing list, we will note this in your customer record.

We maintain a record of your transaction history, but we never store your card number (although we may keep a note of the last four digits to help us identify transactions).

We keep a record of the emails we send you, and we may track whether you receive or open them so we can make sure we are sending you the most relevant information. We may then track any subsequent actions online, such as buying a ticket.

Like most websites, we receive and store certain details whenever you use the Comic Art website. We use “cookies” to help us make our site – and the way you might use it – better. Cookies mean that a website will remember you and enable online transactions. It also helps us understand how you use our website, where we can make improvements and how best to tell our audiences about events they might be interested in.

We may also obtain personal information about you from other sources, such as if a family member or friend contacts us on your behalf. We may combine information you provide to us with information available from external sources in order to gain a better understanding of our audiences, visitors and supporters to improve our marketing, evaluation and fundraising methods. These sources include:

Third party organisations

Independent ticket sites like The Brewery Arts Centre may share your information with us if you purchase a ticket, but only when you have indicated that you give your consent to hear from us. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

Social Media

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms. You may also see adverts from us on social media that are tailored to your interests.

Depending on your settings or the privacy policies social media and messaging services like Facebook, LinkedIn or Twitter, you might give third parties (like The Lakes International Comic Art Festival) permission to access information from those accounts or services.

Information available publicly

This may include information found in places such as Companies House, your biography on your work website or information that has been published in articles/ newspapers

How we keep your details safe and secure

Your personal data will be held and processed on Lakes Arts Festivals' systems or systems managed by suppliers on behalf of Lakes Arts Festivals. We maintain a customer records systems to hold contact details and a record of your interactions with Lakes Arts Festivals such as ticket purchases, donations, exhibiting, queries, complaints and attendance at festival events. Where possible we aim to keep a single record for each customer.

Your data is always held securely. Access to customer information is strictly controlled. The data system can only be accessed by people who need it to do their job. Certain data, for example some sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors. We will only ever share your data in other circumstances if we have your explicit and informed consent.

Our basis for processing your personal information and what we use it for

We aim to be clear when we collect your data and not to do anything you wouldn't reasonably expect.

We may process your personal data because it is necessary for the performance of a contract. For example, if you make a purchase, sign up for an event or give a donation.

We may process personal data because it is in our legitimate interests to do so. For example we may use your personal information to understand your reasons for donating to us, to tailor our communications to you and/or to give you an exceptional experience at our events. We may also collect information about how you use our services (including our website) to analyse our customer base and improve our processes. LICAF also uses photographs and audio for promotional purposes on its website, social media accounts and other formats under its legitimate interests basis for processing where it would not be necessary, appropriate or practicable to obtain your specific consent (for example, we may seek specific consent for prominent or impactful uses, but typically not for group shots, background inclusion or internal use).

We may also process your personal data (including sensitive personal data) where:

- it is necessary for medical purposes (for example, in a medical emergency)
- it is necessary to protect your or another person's vital interests
- we have your consent to do so (for example to monitor the diversity of visitors to LICAF). We will also ask for your consent to provide you with information about products and services and fundraising activities which may be of interest to you (apart from where it is appropriate for us to rely on our legitimate interests to do so).

If you make a purchase or sign up for an event we usually collect your name, contact details and your bank or credit card information (if making a transaction). Where it is appropriate (and you have the right to decline to give this information) we may also ask for your age, gender, ethnicity, information relating to your health or, if making a donation, why you have decided to donate to us.

We use this data to provide you with the events, products, services or information you asked for, ensure we know how you prefer to be contacted and understand how we can improve our communications or events.

We will not contact you for marketing purposes unless you opted in to receive these communications. We will include opt-out instructions in any marketing communications you receive from us.

Giving you control

With your consent, we will tell you about events and priority booking. Occasionally, we may include information in these communications from partner organisations or organisations who support us. You can opt out from these

marketing communications at any time - every email sent to you will tell you how to do this.

We do not sell personal details to third parties for any purpose. We will only share personal details for the purposes of marketing if you have given explicit consent for us to do this. But if we run an event in partnership with another named organisation your details may need to be shared in order that they can help us run the event.

If you have opted out of marketing communications, we may still get in touch with you. For example we may email you to give you important information about the events you've booked or to tell you about any changes.

We will give you the opportunity to opt out, at any time, from any marketing email communications and postal communications you receive from us.

Third Parties

We may share anonymised personal information with other organisations, particularly The Audience Agency and Arts Council England, who use this to analyse our audience development programmes, ticket sales and self-generated funding to understand the impact of the public investment made in Lakes Arts Festivals Ltd.

If we have already given your data to another company, we can't remove you from their mailing list. To opt in or out of marketing or other communications from another company, please get in touch with them direct. They should always provide instructions for opting out in any marketing or other communications you receive. If you need help, please contact us using the details in the 'contact us' section below.

We do not sell personal details to third parties for any purpose nor will we share your personal data from 25th May 2018 with any other organisations or promoters that have not been named in our privacy policy for their own marketing communications.

Sensitive information

Sometimes we ask you to provide sensitive information, for example when you book for certain events or participate in some activities, or when you apply for a job. As with all the personal information we hold, sensitive information is held securely and restricted to those who need to use it. We will delete sensitive information when we no longer need it.

How long do we keep your information?

We may retain information for a period of six years after your association with us has come to an end. Some information may be retained indefinitely for

historical, statistical or research purposes. As stated below, you have the right to require us to erase personal data.

Your rights

Under the DPA you have the following rights:

- to obtain access to, and copies of, the personal data that we hold about you
- to require that we cease processing your personal data if the processing is causing you damage or distress
- to require us not to send you marketing communications

Once the GDPR takes effect in May 2018, you will also have the following additional rights:

- to require us to correct the personal data we hold about you if it is incorrect
- to require us to erase your personal data
- to require us to restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal)
- to receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of you transmitting that personal data to another data controller
- to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights
- Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

Changes to this privacy notice

This privacy notice may change from time to time. For example, we may update this notice to reflect any relevant changes to legislation and regulation, and any changes to Lakes Arts Festivals policy.

Please visit the website periodically to keep up-to-date with the changes in our notice.

Contact us

Please contact us if you have any questions about our privacy policy or information we hold about you:

- Email us at info@comicartsfestival.com