

# Devon Artist Network Privacy Policy and Cookie Policy

This Privacy Policy and Cookie Policy sets out the fair and lawful basis upon which Devon Artist Network (hereafter DAN) collect and process personal data.

Effective Date: 26 November 2024

## 1. Devon Artist Network Privacy Policy

### 1.1. Introduction

- Devon Artist Network is committed to protecting the personal information that you share with us. The information you supply enables you to decide how you would like to hear from us, and helps us to tailor the information that you receive, providing us with a better understanding about the needs of our members and audiences so we can continue to deliver, develop and evaluate the membership offer, events, exhibitions and opportunities that interest you.

### 1.2. UK GDPR

- The UK GDPR (UK General Data Protection Regulation) is a regulation which enhances and strengthens data protection within the United Kingdom. Devon Artist Network is legally obliged to comply with the provisions of Data Protection Act 1998 and has made changes and updated our policies to ensure we are compliant with the UK GDPR.

### 1.3. Data Protection Principles

- Devon Artist network will comply with data protection law, which says that the personal information we hold about you must be:
  1. Relevant to the purposes we have told you about and limited only to those purposes
  2. Accurate and kept up to date
  3. Kept only as long as necessary for the purposes we have told you about
  4. Kept securely
- The personal information we hold about you must be:
  1. Used lawfully, fairly and in a transparent way
  2. Collected only for valid purposes that we have clearly explained to you.

### 1.4. What Our Policy Covers

- The personal information that we collect and how we collect it
- Why we collect this information and how we use it
- How we keep this information secure
- Our Cookie Policy
- How you can remove your personal information from our records
- Rights to access personal information
- Your Data Protection Rights
- How to contact us
- Further information on data protection

## 1.5. What Personal Information Do We Collect And How Do We Collect It?

- Devon Artist Network collects your information when you join Devon Artist Network as a member (of whatever level and category). We will ask you to provide the following information about you for your membership account and additional information for your public-facing page on the DAN website, including any events you are involved in such as Devon Open Studios, and online exhibitions and events.

## 1.6. Membership – Personal account data

- Contact Information
- Details of your name, telephone number, address, email address.
- Payment – via PayPal. DAN stores no financial information other than payment
- Receipt of confirmation

## 1.7. Artist/Supplier Data for Membership and Devon Open Studios

- Profile information
  - Details of your trading name / business name / pen name, telephone number, address, email address. (contact info may be different from membership data)
  - Medium(s) and genres(s) in which you work.
  - Image(s) you upload of your artwork, premises or services.
  - Data linked to each image such as medium, size and title
  - Social media, website links
  - Publicly available information such as biographies and artist statements
- Our privacy policy provides a detailed account of the personal information that we collect, how we collect it, why we collect it and how we use it. It also details how we keep your information secure. We may update this policy from time to time, without notice to you, and our most up to date version will be available on our website.
  - By providing us with personal information, you consent to the collection and use of this information in accordance with this privacy policy. We will not keep your personal data for longer than is necessary.
  - In collecting personal information from you, our aim is to contribute to the smooth running and development of Devon Artist Network and to let you know about things that might be of interest to you. Information is largely collected through our website but it might also be over the phone, in person or via email. Devon Artist Network also monitors how our audience interacts with our website so that we can make sure it is functioning in a way that works best for when you are looking for information and to promote members artwork, including online exhibitions, artist fairs, workshops, training events, live events, and Devon Open Studios.
  - We might collect information when you:
    - Visit our website
    - Apply for a membership
    - Book a workshop or training event
    - Apply for a bursary
    - Apply for a competition or award
    - Attend an external event run by Devon Artist Network
    - Register for Devon Open Studios

## 1.8. Why We Collect This Information And How We Use It

- This is information about you, including under any or all of the above Data categories, that you give us by filling in forms on the website or by participating in our organised events,

promotions or corresponding with us by phone, email or otherwise. We will only use your personal information when the law allows us to. We might use your information in the following ways:

1. To maintain your DAN membership records and deliver your public page
  2. To respond to your enquiry or interest in our services
  3. To improve our products/services and promotion of members work
  4. To comply with our legal and regulatory obligations, including health & safety and safeguarding.
  5. To send you email newsletters, event invitations and promotional materials\*
  6. To operate an event/initiative for which you have submitted information\*\*
  7. To carry out administrative functions including managing applications, processing orders and managing participation in DAN exhibitions including Devon Open Studios, competitions, Bursary and Award schemes.
  8. To invite you to events.
  9. To carry out our obligations under any contracts entered into between you and us.
  10. To provide you with the services, products or information you engage with us for.
  11. To handle complaints.
  12. To conduct investigations and due diligence.
  13. To undertake research.
  14. To respond to or fulfil any requests, complaints or queries you make to us.
  15. To conduct analysis and market research to better understand how we can improve our services, products or information.
  16. To analyse the number and type of people who have used the Devon Artist Network services to demonstrate our impact, provide update reports, and to apply for funding.
  17. To monitor website-use to identify visitor location, guard against disruptive use, monitor website traffic, personalise information which is presented to you.
  18. To seek your views or comments on the services we provide.
  19. To notify you of changes to our services
- \* Membership automatically activates subscription to the mailing list to receive a newsletter, updates or other information about DAN including offers or events.
  - \*\* The Open Studios is an event organised by DAN and is subject to the same legal requirements listed in the DAN privacy Policy. Only necessary information is shared with the Media and PR Officer and the Brochure Designer in order for them to carry out their roles as they relate to the event.
  - At the end of each annual event, all digital and paper-based information is disposed of confidentially.
  - By publishing your images on the DAN website you agree that DAN may use images to promote the organisation through social media or other publications to promote DAN. You retain full copyright and DAN will endeavour (but cannot guarantee) that you will be credited with the image whenever reasonably possible.

## 1.9. Do We Need Consent?

- We do not need your consent if we use special categories of your personal information in accordance with our written policy to carry out our legal obligations.
- In limited circumstances, we may approach you for your written consent to allow us to process certain particularly sensitive data. If we do so, we will provide you with full details of the information that we would like and the reason we need it, so that you can carefully consider whether you wish to consent.

- We do not need your consent where the purpose of the processing is to protect you or another person from harm or to protect your well-being and if we reasonably believe that you need care and support, are at risk of harm and are unable to protect yourself.

### **1.10. Payments**

- All financial payments to DAN are made through PayPal and STRIPE (Devon Open Studios) and therefore benefit from the security protocols and protection of these industry recognised organisations. Payment information held by DAN is confined to confirmation of payment and the account/member that payment is linked to.

### **1.11. Digital data storage**

- All database info is stored exclusively within industry standard secure cloud systems.

### **1.12. Third party service providers**

- We employ the services of other trusted parties for dealing with certain processes necessary for our operations for collating e-newsletter responses and for online payments. We use secure Cloud based CRMs and accounts system for managing our Customer details and service records.
- We will not sell or share DAN database information to third parties for any marketing purposes whatsoever. We may pass database information to our digital third party service providers, subcontractors and other associated parties for the purposes of completing tasks on our behalf such as updating the website.
- When we use third party providers, we disclose only the information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes.
- We will disclose your information if we are obliged or permitted by law to do so.
- We will take all steps reasonably necessary and available to us to safeguard and ensure that your Personal Data is treated securely and in accordance with applicable laws.
- We may also share Personal Data about you if we are required to do so in order to comply with any legal obligation or to protect our legal rights (or those of our clients).

### **1.13. Deletion of data**

- We are legally required to maintain the DAN database to the highest possible standard with up-to-date confirmation from members that they have approved the storage and DAN's use of that data.
- Members will be required at their annual renewal to confirm acceptance before they can renew.
- Members who do not renew their membership will receive an extra month following the due date before ALL their data is completely deleted from the DAN database.

### **1.14. Your rights**

- At any time you have the right to request and view your personal data held by DAN. You can review your data at any time by logging in to your membership account.

- You may request and be given your Personal Data in machine readable format, request rectification or removal of your Personal Data; and object to processing of your Personal Data and/or to have its processing restricted. You can withdraw your consent to receive email newsletters at any time.
- We will store and process your Personal Data only for as long as your DAN membership is active or for us to perform the services/activities we are undertaking and to comply with our legal obligations.
- Please note that our Website may, from time to time, contain links to and from third party websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.
- As you probably know, the transmission of information via the internet is not completely secure. Although we will do our best to protect your Personal Data, we cannot guarantee the security of your Personal Data once transferred to us; any transmission is at your own risk. Once we have received your Personal Data, we will use industry standard procedures and security features to try to prevent unauthorised access.

## 2. Cookies Policy for Devon Artist Network

- At Devon Artist Network we value your privacy and are committed to being transparent about how we use cookies on our website (“Site”). This Cookies Policy explains what cookies are, the types of cookies we use, and how you can manage your cookie preferences.

### 2.1. What are Cookies?

- Cookies are small text files that are placed on your device when you visit a website. They help the website remember information about your visit, such as login details, preferences, and activity, to improve your browsing experience.

### 2.2. Why We Use Cookies

We use cookies on our Site to:

- Enable essential website functionality (e.g., secure login to membership pages).
- Improve user experience by remembering preferences and settings.
- Showcase artist profiles, venues and galleries effectively.
- Gather analytics to understand how visitors interact with our Site and to improve its functionality.
- Provide personalised content based on your browsing behaviour.

### 2.3. Types of Cookies We Use

#### A) Essential Cookies

- These cookies are necessary for the operation of the Site. They allow you to log into secure areas, such as membership pages, and access artist profiles.

#### B) Performance and Analytic Cookies

- These cookies collect information about how visitors use the Site, such as which pages are most visited. This helps us improve the Site’s performance and usability.

#### C) Functionality Cookies

- These cookies allow the Site to remember choices you make, such as your username, language preferences, or display settings, to provide a more personalised experience.

## 2.4. Third-Party Cookies

- We may use third-party cookies provided by services such as [Google Analytics, Facebook, etc.] to analyse traffic, display social media content, or provide tailored ads. These third parties may collect information about your online activities over time and across different websites.

## 2.5. Your Cookie Choices

- You can manage or disable cookies through your browser settings. However, please note that disabling certain cookies may effect the functionality of the Site, particularly features related to membership and artist pages.
- To manage cookies, follow the instructions for your browser:
  - Google Chrome
  - Mozilla Firefox
  - Safari
  - Microsoft Edge

Alternatively, you can use tools like Your Online Choices or Network Advertising Initiative to manage cookies related to online advertising.

# 3. Changes to this Policy

- We may update this Cookies Policy from time to time. Any changes will be posted on this page with a revised effective date.

# 4. Contact Us

If you have queries relating to our processing of your Personal Data or this Policy, you should contact us in the first instance at [info@devonartistnetwork.co.uk](mailto:info@devonartistnetwork.co.uk) You may also raise complaints with the Information Commissioner who is the statutory regulator.

Devon Artist Network  
[info@devonartistnetwork.co.uk](mailto:info@devonartistnetwork.co.uk)  
Devon Artist Network C/O Redwoods Chartered Accountants,  
2 Clyst Works, Clyst Road, Topsham  
Exeter, Devon EX3 0DB  
United Kingdom

## 4.1. Further information

To find out more about UK GDPR and data protection laws, please visit the Information Commissioner's Office at [ico.org.uk](https://ico.org.uk)

## 4.2. Disclaimer

Although every effort has been made to ensure the information in this policy is accurate at the time of publication, Devon Artist Network does not accept any liability for error or omission.