



Arts In Mental Health Group

## Privacy Policy Statement

Version 2.0

June 2018

**This is the Privacy Policy of Statement of brightsparksarts.uk and covers and all domains, subdomains and trading activities under the name of brightsparksarts.uk. The policy governs the privacy of people who use any website of BrightSparks or its services.**

### Policy key definitions

- "I", "our", "us" or "we" refers to BrightSparks
- "You", "your" or "user(s)" refer to the person(s) using the website or BrightSparks services
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a users computer or device.

**BrightSparks is committed to protecting your privacy and information and to use personal information in a responsible and relevant way. BrightSparks will act in accordance with current legislation and strive to meet the current best practice on the Internet. we only process personal data for our core business purposes.**

### Your Personal Data

We hold information on our users in order for us to provide our services. We also keep in touch with interested individuals and organisations potentially, and occasionally by email. Details include names and email addresses, telephone numbers and other contact information.

We will ask for consent for any collection and processing of your information. And this consent can be withdrawn at anytime (see below). We keep this information while we provide you services and if you wish to keep informed about topics relevant to them. We keep this contact information in our email contact management systems. If we enter into a contract with you then we will collect and retain information according to the contract.

We do not share this personal information with any other organisation or individual outside the scope of BrightSparks. Any data we no longer have a use for we will permanently erase. In the event of any identified breach of security, we will inform all those affected by the breach.

We will review our policies and their effectiveness at intervals to ensure we are in compliance with the law and that we keep your data safe. We reserve the right to share your personal information if we are obliged to by law, and to enable us to apply our terms and conditions and other agreements. This includes exchanging information with other organisations for fraud and credit risk reduction.

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information.

Some of our services enable you to publish material on the internet, in print and other digital publications. When you participate or contribute, be aware that both human and automated computer programs, have the ability to collect, store and re-publish any data you make public.

## **Internet cookies**

We use cookies on this website to provide you with a better user experience. We do this by placing a small file via on your device, via your web browser, to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant content.

Some cookies are required to enjoy and use the full functionality of this website. Some cookies will be saved for specific time periods, where others may last indefinitely until you delete them (e.g. by deleting your browser history). Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

## **Email marketing & subscription**

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Your personal data" above. Any marketing emails we send are done so through an EMS, email marketing service provider.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also unsubscribe from all MailChimp lists, by visiting their website, otherwise contact the EMS provider.

Our EMS provider is Mailchimp. We hold the following information about you within our EMS system:

- Email address
- Name (in some cases)
- Address (in some cases)
- Subscription time & date

## Your Rights

**Access to personal information and withdrawal of consent** can be requested at any point by those who we have information about. Requests can be: access to view and update personal information, be removed completely from our systems, ask us to stop processing your information or ask us to pass over any of their data to themselves or a 3rd party of their choosing. You also have the right to complain about anything in this respect (see ICO link below)

Appointed Data Protection officer for brightsparksarts.uk is:

**Tim Sayers - office@brightsparksarts.uk - 07795 475 806**

**Postal Address:**

Suite P1  
Bridge Park Plaza  
Bridge Park Road  
Thurmaston  
Leicester  
LE4 8PQ

**Please contact us with any concerns you have, but If you have any issues that we do not resolve entirely to your, then please refer to the information commissioner's website:**

<https://ico.org.uk/>



