



PRIVACY STATEMENT

UPDATED SEPTEMBER 2019

We are Eastside Educational Trust “Eastside” registered as a Charity, registration number: 1077192

We understand that your personal information and privacy is important to you. We make every effort to ensure that the information you share with us is recorded accurately, retained securely and used only according to your wishes. We protect your personal information and adhere to all current data protection act legislation with respect to protecting privacy. We do not give out, sell or trade our mailing list data with external organisations. We comply with the Data Protection Act 1998, the Privacy and Electronic Communications Regulations (PECR) and the new General Data Protection Regulations (GDPR) 2018.

What data we collect

Eastside collects personal data that you may volunteer as part of attending an event, joining as a friend or via a donation form, e-newsletter sign-up or responding to a visitor survey. Personal information we collect may include:

- your full name and title
- postal address, postcode, email address and phone number
- current interests (e.g. project news, friend’s scheme, events)
- contact preferences
- gift information, including payment details where applicable
- Gift Aid status
- details of correspondence sent to you, or received from you
- website ‘cookies’ where express consent has been given to allow us to analyse website traffic in Google Analytics

We will also collect and hold information about any contact you have with us if you book a project for your organisation or apply as an individual for a project, further information may include:

- your organisation’s name and address where not an individual application
- additional organisational contacts
- details of project applied for

- any other information provided by yourself at the request of Eastside to process your application

In the process of collecting individual applicant information we will also request that you complete a monitoring form with questions regarding ethnicity, gender, disability and other protected characteristics. This information is used to evaluate the reach of our recruitment strategies and the composition of the participants in our programmes. This data is always aggregated and anonymised before being used in evaluations submitted to our funding partners.

When we ask you to provide your personal information we will let you know why we are asking, and how we will use your data, by directing you towards this notice.

How we will use this data

Depending on your relationship with Eastside, and the preferences you have indicated, data we hold may be used to send you promotional, marketing, membership or fundraising information by post, telephone or electronic means. These types of communications can include:

- new workshop programmes and upcoming funded project opportunities
- news and updates about Eastside and marketing or supporter e-newsletters.
- information on our fundraising operations, including occasional targeted requests to consider supporting us in various ways.
- other relevant communications based upon your relationship with Eastside.

Sharing your data

We will only pass your data to third parties in the following circumstances:

- you have provided your explicit consent for us to pass data to a named third party
- we are using a third party (eg Mailchimp) purely for the purposes of processing data on our behalf and we have in place a data processing agreement with that third party that fulfils our legal obligations in relation to the use of third party data processors
- we are required by law to share your data.

Right of correction or removal

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate or have any set or sets of data removed even if correct. If you wish to exercise any of your rights, as listed below please write to our Data Controller, General Manager Felix Andrew, at felix@eastside.org.uk

- a) access to your personal information
- b) objection to processing of your personal information
- c) objection to automated decision-making and profiling
- d) restriction of processing of your personal information
- e) your personal data portability
- f) rectification of your personal information
- g) erasure of your personal information

If you make a request relating to any of the rights listed above, we will consider each request in accordance with the General Data Protection Regulations. No administration fee will be charged for considering and/or complying with such a request and a response will be provided within 30 days.

Upon successful verification of your identity you are entitled to obtain the following information about how your personal information is processed:

- a) the purposes of the collection, processing, use and storage of your personal data
- b) the source(s) of the personal information, if it was not obtained from you
- c) the categories of personal data stored about you
- d) the recipients or categories of recipients to whom your personal data has been or may be transmitted along with the location of those recipients
- e) the envisaged period of storage for your personal data
- f) the use of any automated decision-making and/or profiling

You can make the above request by emailing felix@eastside.org.uk or by writing to:

Eastside Educational Trust, 16 Perseverance Works, 37 Hackney Road, London, E2 7NX

Storing and deleting your data

Unless we have been given specific permission to retain and process your data on an ongoing basis (e.g. as a subscriber to our mailing list) we will hold it securely for up to 36 months from the point at which you supplied the data to us, after which point it will be deleted from our digital cloud storage systems. Please note each moment of contact - such as an application for a project - is treated as a unique set of data for the purposes of this timeframe. The deletion will be of the data supplied for that particular project at that moment in time.

Security

The transmission of information via the Internet or email is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of data while you are transmitting it to our site; any such transmission is at your own risk. Once we have received your personal

data, we will use strict procedures and security features to try to prevent unauthorised access. We will process, disclose or share your personal data only if required to do so by law or in the good faith belief that such action is necessary to comply with legal requirements or legal process served on us or the Website.

Third party links

You might find links to third parties on our Website or via our Social Media channels, these may be partner organisations, funders or other arts organisations offering events or services we feel are of interest to our users. These third parties should have their own privacy policies, which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them. In cases when we use external websites provided by other organisations such as Twitter, YouTube or Facebook, then we would ask you to consult their privacy policies.

Google Analytics

When someone visits www.eastside.org.uk, we use Google Analytics to collect statistical data and details of visitor patterns which tell us which parts of our website visitors use most often.

None of this information uses, or requires the use, of personal information and is processed in a way that does not identify individuals. We do not make any attempts to find out the identities of individuals visiting our website.

Mailing List

We use a third party provider MailChimp to deliver our newsletter. We use MailChimp software to help gather statistics on opening rates and clicks on links which help us monitor and improve our communications. Individuals can unsubscribe at any time from newsletters by clicking the unsubscribe link on each e-newsletter.

Online project booking/enquiries

The information you provide when booking a project or making a project enquiry online will be used primarily to contact you regarding that enquiry and then confirm the project details and your participation, including adding that information to any contracts, agreements and invoices as appropriate. We will then use that information to contact you about future projects and opportunities where you have explicitly given your consent for us to use the information in that way. Where your information is being held solely for the purposes of a project application and running, we will delete it from our databases within 36 months of the final project date for participants or 36 months after the application date for unsuccessful applicants.

You have the right to lodge a complaint with the Information Commissioners Office (ICO) if you believe your data has been processed in a way that does not comply with data protection. You can do so by calling the ICO helpline on 0303 123 1113 or via their website

This privacy notice was last updated: September 2019