

THE COMMON GUILD

Visual arts: Projects / Events / Exhibitions

Privacy Notice /

This privacy notice explains how and why we collect, manage, protect and use personal data.

We take the safety and security of any information you provide us with seriously and this notice is intended to assure you of that and explain how and why we use the information that we hold.

This document is available directly from our website, or via links at the bottom of our e-mails and e-newsletters. It is part of how we ensure that we are compliant with current legislation on data protection, including the EU General Data Protection Regulation (GDPR), effective from 25 May 2018. (To find out more about this, see www.ico.org.uk)

Our lawful basis for processing data /

We process and store personal information in pursuit of our key objectives and we do so on the basis of your consent.

We use your data (by which we mean your name and e-mail address) to let you know about our programme of exhibitions, projects and events, including exhibition dates, how to book for ticketed events, opening hours, new publications and more.

It is important to us that we retain the trust and confidence of everyone with whom we are in contact. We promise never to sell or pass on your personal data and to use it only to keep you informed about our programme of projects, events and exhibitions.

How we use your data /

We hold your name and e-mail address in order to send information about our programme, as well as job opportunities and other general information.

- Mailing Lists

Our e-mail subscribers list is used to send 12 x monthly newsletters, exhibition opening invitations, and occasional other pieces of important information. We will send no more than 20 pieces of correspondence in any one year.

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We use Campaign Monitor to run our mailing list and to deliver our newsletters. We collect some standard information about this function, such as how many recipients open the e-mails, and whether the links in the newsletter are clicked on. You can read Campaign Monitor's Privacy Policy [here](#).

If you would prefer, however, that we do not contact you, you can unsubscribe from our e-mail list easily and at any time by clicking on the 'unsubscribe' link in any e-mail. This will automatically remove your contact details from the list and prevent us from re-adding your e-mail address in the future.

- Website

We use Google Analytics to monitor our website, recording standard information about visitor use and patterns. We do this so that we know how many people are using it, which pages are most viewed and how it links to other things to help make sure our website remains user-friendly, effective and appropriate. The information gleaned via GA is collated for use in, for example, annual reports, but is only ever used anonymously. It does not identify individuals.

- Ticketing

When you book tickets for any of our events we use TicketTailor, which collects your name, e-mail address and any other details we need to process your booking. We will also use it to contact you regarding your booking. We may also contact you to undertake post-event evaluation.

This information is never shared with any other companies.

Please note that TicketTailor is a third-party service that is not owned or managed by The Common Guild. You can read TicketTailor's Privacy Policy [here](#).

If you would like to attend one of our events but do not want to use TicketTailor to book, please contact us by phone on 0141 428 3022. Any specific contact details for individual events are provided on the event booking page.

At the time of booking, you can choose whether to have your personal information added to our mailing list or not.

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We use the data we collect to help collate reports, including to funders like Creative Scotland, but the data is used anonymously. Sharing this information helps us and our funders to understand our work and measure our achievements.

Your rights and preferences /

We will always try to ensure that the data we hold is correct, appropriate and up-to-date. You have the right at any time to:

- Be informed about how we use it (the purpose of this document)
- Access or request a copy of what we hold about you
- Update your information
- Ask us to remove you - you can withdraw your consent by unsubscribing, which will also prevent us from re-adding your e-mail address at a later date.
- Be advised if there is a data breach

Contact us /

If you want to find out what information we hold about you, or if you have questions or concerns, please e-mail us at:
info@thecommonguild.org.uk

Please mark your e-mail clearly 'DATA PROTECTION'