

Leach Pottery Privacy Notice 2019

This document sets out the details of the Leach Pottery's privacy notice in relation to information collected about you.

Who we are

Bernard Leach (St. Ives) Trust Ltd (known as the Leach Pottery)
Leach Pottery
Higher Stennack
St. Ives
TR26 2HE

We are registered as a Charity in England & Wales and our registration number is 1111263

Founded in 1920 by Bernard Leach and Shoji Hamada, the Leach Pottery, St Ives, is among the most respected and influential potteries in the world. Over the last hundred years it has forged the shape of Studio Pottery in the UK and beyond. Scores of potters, students and apprentices, from across the world have come to the Leach Pottery to train, creating a uniquely international environment in the heart of Cornwall and maintaining the Pottery's creative principle of East/West exchange. Today, the Leach Pottery Studio, Museum and Gallery continue developing Bernard Leach's historic legacy.

Bernard Leach Enterprises is the Trading Company of the Leach Pottery and carries out some commercial activities. As a wholly owned subsidiary, the Trading Company is subject to the Leach Pottery's policies and procedures. Any profits are covenanted back to the charity.

What information do we collect about you?

We collect the personal data that you may give us as part of the course and workshop bookings, online purchases, Membership or Gift Aid donation forms, Local's Pass applications, mailing list sign-up forms, e-newsletter sign-ups, volunteer and employment applications and visitor surveys.

Personal information we collect may include:

- Your name, title and date of birth;
- Postal address, email address and telephone number;
- Emergency contact details;
- Current interests and activities;
- Health information.

We may also collect and hold information about any contact you have with us as a visitor, customer or supporter of the Leach Pottery and may consist of:

- Ticket purchase and event/course registration/attendance;
- Online retail purchases;
- Gift Aid status;
- Details of correspondence sent to you or received from you;
- Any other information provided by yourself at the request of the Leach Pottery.

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 to this notice.

What we do with your information

Depending on your relationship with the Leach Pottery and the preferences you have indicated, data we hold may be used by us for the following purposes:

- Send you promotional, marketing or fundraising information by post or electronic means. These types of communications can include:
 - Our quarterly magazine and newsletters;
 - Information about exhibitions and events;
 - Information about courses and workshops, including children's activities;
 - Fundraising appeals;
 - Other relevant communications based upon your relationship with the Leach Pottery;
 - Surveys for market research purposes.
- Tools may be used to monitor the effectiveness of our communications with you, including email tracking, which records when an e-newsletter from us is opened and/or how many links are clicked within the message. The data from this tracking is generally used in an aggregated and anonymised form.

You can opt out of any/all of our communications at any point simply by contacting office@leachpottery.com or managing your subscription preferences for our e-newsletter.

There are some membership and donation communications that we are required to send regardless of your contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to you. This would include member benefits such as the Newsletter, Magazine and Membership cards and renewal reminders.

Employment and volunteering applicants

If you apply to work or volunteer at the Leach Pottery, we will use the information you supply to us to process your application and to monitor recruitment statistics. Where we want to disclose information to a third party, for example where we want to take up a reference or obtain a 'disclosure' from the Disclosure and Barring Service, we will not do so without informing you beforehand.

Personal information about unsuccessful candidates will be held for up to 12 months after the recruitment exercise has been completed, after which it will be destroyed, unless you have asked us to destroy it earlier or allowed us to retain it for longer by written request.

How we update, screen and analyse your information

We may also hold and analyse your data in order to continue to improve our understanding of our target audiences and of our supporters. This is with a view to providing excellent visitor-focused experiences, customer service and educational engagement.

Who we might share your information with

We do not disclose personal data to any third parties or external organisations.

We may occasionally need to transfer your personal information overseas, for instance to our bulk mail distributor, Mailchimp. Where this is necessary, this may be to countries or territories around the world. We are required to ensure any transfers of data will be done securely, in accordance with best practice, and in compliance with GDPR.

Your data will never be sold or passed to any third party for any other purpose.

How we keep your information secure

We have implemented security procedures, rules and technical measures to protect the personal data that we have under our control from:

- Unauthorised access;
- Improper use or disclosure;
- Unauthorised modification.

All our employees, who have access to and are associated with the process of personal data, are legally obliged to respect the confidentiality of our visitors and supporters personal data.

How can I access the information about me, and correction of information?

You can ask if we are keeping any personal data about you and you can also request to receive a copy of that personal data – this is called a Subject Access Request. To make a Subject Access Request you will need to provide proof of identity such as a copy of your passport, birth certificate or driving licence before your request can be processed. Please try to be as clear as possible about the information you are seeking.

Once we receive your Subject Access Request and proof of identity, you will receive a response from us within 40 days, and you will be able to get copies of any information we hold on you. However, exemptions to disclosure may apply in some circumstances.

No fee will be charged for this service unless the request is manifestly unfounded or excessive or if the individual makes multiple requests.

Subject Access Requests should be sent to:

The Administrator
Bernard Leach (St. Ives) Trust Ltd
Leach Pottery
Higher Stennack
St. Ives
TR26 2HE

Email: office@leachpottery.com

At any time you may request that we delete or correct your personal information. If you wish to delete or correct any information on you held by the Leach Pottery, simply contact office@leachpottery.com

Cookies

We use cookies in order to make the Leach Pottery website easier to use and to improve our service. Cookies are small text files which are downloaded to your device when you visit a website and are used by most websites. They are used to enable the functionality of a website, for example helping you navigate the website more efficiently, recognising your browser and remembering your preferences. Cookies cannot be used by themselves to identify you personally.

We use cookies which last for different time periods. 'Session Cookies' are temporary cookies used for the duration of your visit to our website. 'Persistent Cookies' remain on your browser for longer and are activated each time you return to our website.

Use of Cookies

The Leach Pottery website uses the following type of cookies:

1. Strictly Necessary Cookies

These cookies are essential in order to enable you to move around the website and use its features. For these type of cookies, no consent is required.

2. Performance and Analytical Cookies

These cookies collect information about how visitors use a website, for example which pages visitors go to most often. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. One of the performance cookies we use is Google Analytics. If you wish to opt-out of Google Analytics cookies, please visit: <http://tools.google.com/dlpage/gaoptout>.

3. Functionality Cookies

These cookies remember choices you make (such as your user name or language) to improve your experience. By using our website, you agree to the use of these cookies.

4. Targeting or Advertising Cookies

These cookies are used to deliver adverts more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaigns.

5. Third-party Cookies

You may be delivered cookies by third-party websites during your visit to the Leach Pottery website, for example, when visiting pages with content embedded from Twitter or YouTube. For more information about these cookies, and how to opt-out, please check the privacy policies of these third-party websites.

Managing Cookies

You can accept or decline the use of cookies by adjusting the settings in your chosen browser. However, please note that cookies provide a core role in enabling the functionality of a website. Therefore, by disabling cookies you may not be able to use some features of our website.

To learn more about cookies and how to adjust cookie settings, you may wish to visit www.aboutcookies.org.

Other websites

Our website may contain links to other websites run by other organisations. This Privacy Notice applies only to our website, so we encourage you to read the Privacy Statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you are using links from our website.

Changes to our Privacy Notice

We regularly review our Privacy Notice and may make changes from time to time. Any changes made will be posted to this page, and will apply from the time we post them. This Privacy Notice was last changed on 7th December 2019.

How to contact us

If you have any comments on our Privacy Policy or information we hold about you, please contact us:

- By email to office@leachpottery.com
- Or write to us at Leach Pottery, Higher Stennack, St. Ives TR26 2HE.