



## **Creative Spark Privacy Policy**

Creative Spark is a sole trader company operating on behalf of Amanda Graham.

I (Amanda Graham) comply with the Data Protection Act 2018, and electronic communications will be made in accordance with the Privacy and Electronic Communications Regulations (PECR).

I collect the personal data that you may volunteer as part of booking tickets, taking part in an event or activity, making a purchase, donation forms, e-news sign-ups and visitor surveys.

Personal information I collect may include:

- Your title and full name
- Date of birth
- Postal address
- Email address
- Phone number
- Your job role and company
- Current interests and activities

I will also collect and hold information about any contact you have with us as a visitor, donor or supporter of Creative Spark, and may include details of:

- Contact preferences
- Gift information, including payment details where applicable
- Details of correspondence sent to you, or received from you
- Donor status
- Any other information provided by yourself at the request of Equal Vision
- Ticket bookings/purchases and event attendance
- Retail purchases

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

Depending on your relationship with Creative Spark, and the preferences you have indicated, data we hold may be used for the following purposes:

To send you promotional, marketing, or fundraising information by post, telephone or electronic means. These types of communications can include:

- ✓ Informing you of other products, services or events related to Creative Spark such as exhibitions and events

- ✓ As I sometimes deliver projects with or on behalf of partner organisations such as museums and libraries and universities I will include information about these as appropriate
- ✓ News and updates about Creative Spark, the people I'm working and marketing or supporter e-newsletters
- ✓ Other relevant communications based on your relationship with Creative Spark

I understand that your personal information and privacy are important to you. I make every effort to ensure that the information you share with me is recorded accurately, retained securely and used only according to your wishes.

I use a GDPR compliant marketing automation platform (ConvertKit) to store our database, send you emails and host our e-news signup forms. I protect your personal information and adhere to all current data protection act legislation with respect to protecting privacy. I do not give out, sell or trade our mailing list data with third parties: this includes partner organisations and host partners. Data provided by a partner during a Creative Spark event, will be treated in accordance with this Privacy Policy.

The information you provide will be used primarily to keep you informed about the activities of Creative Spark and to protect your purchases, donations and attendance at events. If at any time you no longer wish to receive communications from us, or would like to know what information relating to you we have stored, simply contact us by using the online contacts form or by email at [manda@creativesparkprojects.co.uk](mailto:manda@creativesparkprojects.co.uk)

Policy reviewed on 07.05.21 by M Graham