



Privacy Policy

1. Introduction

Fiorucci Art Trust is committed to protecting your personal information. We also want to maintain the trust and confidence of every one of our audience members, as well as each user who utilises the Fiorucci Art Trust website (www.fiorucciartrust.com).

Our Privacy Policy gives you detailed insights on when and why we collect your personal information, how we use it and how we keep it secure.

Aside from sharing our programme of events and contents on our activities, publications and commissions, the information you share with us means you'll receive a more personalised and rewarding experience e.g. information about opportunities that may interest you.

Registering with Fiorucci Art Trust has many benefits, not least the opportunity to manage your personal information and receive information about our work. You can register with us at any time on our mailing list page – www.fiorucciartrust.com/subscribe/

Fiorucci Art Trust is the Data Controller, for the purpose of compliance under the Data Protection Act 1998, the Privacy and Electronic Communication (EC Directive) Regulations 2003 and the EU General Data Protection Regulation.

Contact details for the Fiorucci Art Trust:

Fiorucci Art Trust
3 Spear Mews
London
SW5 9NA

By phone +44 (0)20 7244 6358 or you can message us via our website:

<http://fiorucciartrust.com/contact/>

If you have questions regarding your information or its use, please contact us by email: info@fiorucciartrust.com or by phone: +44 (0)20 7244 6358

Although it is not compulsory to provide all of the information listed below, should you choose not to, then Fiorucci Art Trust may not be able to provide you with the full range of services that we have to offer.

2. How We Collect Your Personal Information

We collect your information when you decide to interact with us. This could include when you sign up to receive emails from us, or when you require us to add you to our mailing list, both via email or in person.



We collect information in a number of ways which are listed below:

- Attend an event
- Sign up to our mailing list
- Visit our website: we use cookies to help make the experience of using our website better and to personalise the service you receive from us – this means we will remember your previous visits and track the pages on our website that you visit. For more information please see our Cookie Policy.
- From time to time, we may also get data about you from third parties – please see the ‘How we may use your information’ section for more details. This could include other artistic venues where you have seen our work.

3. The Types of Information We Collect

We only collect the information that’s necessary to carry out our activities, provide the particular service you’ve requested and to keep you informed.

The type of information we collect depends on where and when it is gathered, see previous section

We may collect:

Prefix and name
Email address
Date of Birth
Contact phone number(s)
Home/Office address(s)
Delivery address(s)
Billing address

When visiting our website we may collect the following information:

Automatically populated IP address: a public IP address is a unique number which allows a computer, group of computers or other internet connected device to browse the internet. The log file records the time and date of your visit, the pages that were requested, the referring website (if provided) and your internet browser version. This information is collected to help diagnose and manage the website, to audit the geographical make-up of users, and to establish how they have arrived at the website.

Cookies: for further information about Cookies and how Fiorucci Art Trust uses them, please read our Cookie Policy.

Information we obtain independently from you:

Third Party Organisations

Your information may be shared with us by independent organisations, for example other arts organisations or individuals that Fiorucci Art Trust has worked with. These independent organisations will only do so when it is required to complete a contract and/or when you have indicated your consent.



You should check their Privacy Policy when you provide your information to understand fully how they will process and safeguard your data.

We may combine information you have given to us with this additional information available from external sources. This will only be done when you give permission to the relevant third party organisations to share the data they hold on you, or if the data is already publicly available.

Data Hygiene

From time to time we may screen our database and cleanse our files for inaccurate data. We may also update inaccurate data if the information is available.

Social Media

Depending on your settings or the privacy policies for social media and messaging services like Facebook, Instagram or Vimeo, you may give us permission to access information from those accounts or services.

Information available publicly

We may include information found in places such as Companies House and information that has been published in articles/ newspapers.

4. Why We Collect Your Personal Information and How We Use It

The information we hold on you will be used in a number of ways. Here are the main ones: to provide a service you have requested, offer you a personalised experience and understand our audience's needs better, inform you of events or updates you've asked for or contact you if we need to obtain or provide additional information (e.g. change of event time).

Specifically, we use your information we collect in the following ways:

Where we have your consent:

- Send you updates via email about what's on and our news
- Email you about a specific topic you've requested to hear more on, such as our festival Volcano Extravaganza, our projects or press packs

Where we have justifiable reason (including legal obligation and legitimate interest):

- For classifying our audience into groups or segments, using publicly available information. These segments help us to understand our audience better and ensure we're sending relevant messages to each group (for instance, if you are a member of the press).
- Measure and understand how our audiences respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective.



- To keep our database accurate and relevant.

5. How We Handle Your Information and Other Organisations

Fiorucci Art Trust will never share, sell, rent or trade your personal information to any third parties for marketing purposes without your prior consent. We will ask for your consent to share personal information with like-minded arts organisations whose event, talk or exhibition you will have seen at Fiorucci Art Trust or in collaboration with us at another venue.

Some of our service providers may have access to your data in order to perform services on our behalf. We make sure anyone who provides a service for Fiorucci Art Trust enters into an agreement with us and meets our standards for data security. They will not use your data for anything other than the clearly defined purpose relating to the service that they are providing.

We may share your details with:

Service providers who work on behalf of Fiorucci Art Trust, who we have entered into a contract with them or you, for example printers, marketing agencies, database services, website hosting or email delivery service.

Service providers and storage services currently in use:

- ArtLogic, who helps us to segment and understand our audience by providing additional information so that we can send the most relevant and targeted communications possible. We use ArtLogic to store our recipient lists – all data is stored on a secure server for the purposes of email newsletter distribution. Under the terms of their Privacy Policy, they endeavour not to, under any circumstances, contact people on our lists, market to people on our lists, sell our lists, or share our lists with any other party, except as required by law or, regarding contacting, except in response to a complaint or other communication directly from an individual on one of our lists. If you would prefer that your data is not stored in this manner, you have the right to opt out from further communications at any point.
- Dropbox, who we use to store and share press material, such as press packs and photographic imagery or contents related to events or contracts for services such as graphic design, floor plans. All information is then downloaded to the Fiorucci Art Trust internal secure server. For further information, please contact us using the contact details outlined in this notice. Under the terms of the Dropbox Privacy Policy, they participate in and comply with the EU-U.S. Privacy Shield Framework. All dropbox accounts are password protected.
- When requested by the police or a regulatory or government authority investigating illegal activities.

Fiorucci Art Trust is not responsible for the privacy notices and practices of other websites even if accessed using links from www.fiorucciarttrust.com and recommends that you check the policy of each website you visit and contact its owner or Data Protection Manager if you have any concerns or questions.

Despite all our precautions, no data transmission over the internet is 100% secure. So, we cannot guarantee the security of any information which you disclose to us and so wish to draw your attention to the fact that you do so at your own risk.



6. How We Protect Your Data

Fiorucci Art Trust is committed to protecting the personal information you entrust to us. We adopt robust and appropriate technologies and policies, so the information we have about you is protected from unauthorised access and improper use e.g. our own network is protected.

As part of the services offered to you through the Fiorucci Art Trust website, the personal information you provide may be transferred to countries outside the European Economic Area (EEA). By way of example, this may happen if any of the computer servers used to host the website are located in a country outside of the EEA. If Fiorucci Art Trust transfers your personal information outside of the EEA in this way, we will take steps to ensure that your privacy rights continue to be protected as outlined in this privacy notice.

Fiorucci Art Trust may transfer your data to the USA to organisations such as Facebook, Instagram, or Google. The USA has weaker data protection laws than that of the EEA and therefore we will ensure that only organisations who are a part of the EU privacy shield initiative will handle your personal information. More details on this certification can be found at www.privacyshield.gov/welcome

We will keep your information only for as long as is reasonably necessary for the purposes set out in this privacy notice and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose, we will typically keep your data for up to ten years from the date of your insertion into our database. For further information about how long we will keep your information, please contact us using the contact details outlined in this notice.

If you ask us to stop sending direct marketing communications to you, we will keep the minimum amount of information (e.g. name, address or email address) to ensure we adhere with such requests.

7. Your Choices

You should find it easy to access and amend the personal information that we hold on you, or request that we stop contacting you. It's your data and we want to make sure you feel in control of it.

If you have subscribed to our mailing list, you can amend your personal details and email contact preferences at any time. Simply click on the link at the bottom of our emails or on our website.

Or, if you prefer, you can contact us by phoning, emailing, or writing using our contact details below.

Every email we send to you will include details on how to change your communications preferences or unsubscribe from future communications.

You can also request full details of personal information we hold about you under the Data Protection Act 1998, or after 25 May 2018, The General Data Protection Regulation, by contacting us. Please send a description of the information you would like to see, together with proof of your identity to info@fiorucciarttrust.com



At any time you have the right to ask Fiorucci Art Trust to amend or stop how it uses your personal information including for marketing purposes. You can do this by clicking on the mailing list button on our website, or by contacting us by phone, email or by writing to us using our contact details below.

You have the right to get information held about you by us corrected. If you have any concern about the accuracy of your personal data, please let us know using the below contact details.

If you would like us to remove the personal information we hold about you, please contact us using the below contact details.

You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office – www.ico.org.uk

By email: info@fiorucciarttrust.com

By phone: +44 (0)20 7244 6358

By post: 3 Spear Mews, London, SW5 9NA UK

8. Updates or Changes to the Privacy Policy and Further Information

This notice was updated on 22 May 2018. It may be updated to take into account changes at Fiorucci Art Trust or for example to reflect changes to regulation or legislation.

Updates to this policy will be posted on this page – please check back from time to time. We may also inform you of any changes where we hold an appropriate email address for you.

When your data is provided to us by another person (for example a recommendation) or a publicly accessible source (such as Google) we will tell you where we obtained the information within a month of getting it.

Further information on data protection regulations and laws can be found here:

Data Protection: <https://ico.org.uk/for-the-public>

Cookie Policy

Fiorucci Art Trust uses only necessary and performance cookies on this website to allow it to function correctly and to allow us to provide you a better service. By visiting www.fiorucciarttrust.com you agree that we can place these types of cookies on your device.