

## Privacy Statement

In compliance with new EU Data Protection Regulations (GDPR), coming into effect on May 25th 2018, Contemporary Lynx Ltd. have updated our Privacy Statement in order to accommodate changes to regulations regarding data protection and acquirement. At Contemporary Lynx, we're committed to protecting your privacy. That's something that will never change. These updates aim to explain what happens to data we collect from you, provide details on how we protect your privacy, and address new privacy laws.

This Privacy Statement sets out the basis on which we, Contemporary Lynx, process the 'Personal Data' we collect and receive from and about users of our website ([www.contemporarylynx.co.uk](http://www.contemporarylynx.co.uk)), our social media, those who subscribe to our newsletter.

Our privacy commitments:

- We will only collect, keep, use and share Personal Data for legitimate business purposes that we explain here below, or if we are legally required to do so.
- We will be as clear and open as we can with you on what Personal Data we collect and how it will be processed.
- For as long as we maintain records of your Personal Data, we will keep it up to date and protect it with appropriate safety measures.

### **SUBSCRIBER / WEBSITE VISITORS**

#### *Data Collection*

We collect the following Personal data from or about you as a Contemporary Lynx subscriber:

- Personal Data collected directly from you through subscribing to the Contemporary Lynx newsletter: your name and email address. Our legal basis for the collection and processing of this data is the provision to you of the service you agreed to.
- Personal Data collected automatically from the use by you of our website. The data transmitted from your browser includes your IP address, the date and time of the visit the pages accessed, the access status/HTTP status code, your browser, your operating system and interface, as well as the language and version of the browser software. The legal basis for collecting and processing this personal data is to be able to operate the Sites and provide you with access to the pages you wish to access.
- We collect the following Personal data from or about you if you visit our website: [www.contemporarylynx.co.uk](http://www.contemporarylynx.co.uk):
- Site referrals, browsing pattern, browser type, location, general interests, gender, age. The data transmitted from your browser includes your IP address, the date and time of the visit the pages accessed, the access status/ HTTP status code, your browser, your operating system and interface, as well as the language and version of the browser software. The legal basis for collecting and processing this personal data is our legitimate interest in operating the Sites, providing you with access to the pages you wish to access, understanding the interests of our potential customers and providing you with relevant information about our services.

### *Data Uses*

We use your Personal Data:

- To send you newsletters to inform you of upcoming exhibitions, events, performances, talks, events and news regarding the artists we work with and represent.
- To contact you with marketing messages which you have requested or agreed to receive from us (for example via the newsletter)
- To provide you with bespoke website content
- To gain insight into your behaviour and preferences (for example by analysing the website and social media pages you visit);
- To collect site statistics.
- To contact you with surveys and feedback requests (for example relating to a show you attended);

### *Cookies*

We use cookies (small text files which are transferred to your browser by the Sites to identify data traffic patterns, personalise contents and support security. The cookies we use are described in more detail in our cookie statement. They do not provide any information which might disclose the identity of a specific person but they may potentially identify your computer, your browser and your internet settings. You may change the storing of cookies in your browser settings at any time by selecting the function “accept no cookies”. However, disabling essential cookies may result in you no longer be able to use the entire functionality of the Sites.

### *Google Analytics*

Google Analytics, a web analytics service provided by Google, Inc. (“Google”) also places cookies on your computer, to enable Google to provide us with activity reports relating to the Sites. Google uses this data only to provide us with information on how users use the Sites and do not associate your IP address with any other data held by Google. The information generated by Google cookies about your use of the platform (including your IP address) will be transmitted to and stored by Google on servers in the United States. You may refuse these cookies by selecting the appropriate settings on your browser or by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

### *Data Sharing*

Contemporary Lynx will not sell your information. We will not share your information with any third party except as stated in this Privacy Notice or as required to operate the website, provide our services to you and administer your account for otherwise as required or permitted by law.

### *Social Media*

We will share your Personal Data with social media sites to enable them to provide marketing messages that you have agreed to receive from them. The social media sites we share your Personal Data with as at the date of this Privacy Notice and their respective privacy statements are:

- Facebook: <https://www.facebook.com/privacy/>
- Instagram: [https://help.instagram.com/519522125107875?helpref=page\\_content](https://help.instagram.com/519522125107875?helpref=page_content).
- Twitter: <https://twitter.com/en/privacy>
- Pinterest: <https://policy.pinterest.com/en/terms-of-service>
- Mailchimp: <https://mailchimp.com/legal/privacy/>
- Youtube: [https://www.youtube.com/static?template=privacy\\_guidelines](https://www.youtube.com/static?template=privacy_guidelines)

## DATA PROCESSORS

We use third-party processors to collect, export, process and store Personal Data on our behalf. The processors we use currently are the following:

- Payment Processor: Paypal, <https://www.paypal.com/ee/webapps/mpp/ua/privacy-full>
- CRM Tool: Campaign Monitor, <https://www.campaignmonitor.com/trust/security/>
- Storage: File Maker Pro, <http://www.filemaker.com/company/legal/privacy.html>
- Google Drive: <https://cloud.google.com/security/compliance/eu-data-protection/>
- Dropbox: <https://www.dropbox.com/help/security/data-transfers-europe-us>
- Website Management Tools: WordPress.org, <https://wordpress.org/about/privacy/>
- Google Analytics: <https://www.google.com/policies/privacy/>
- Survey Monkey: <https://www.surveymonkey.com/mp/legal/privacy-policy/>

### *International Data Transfers*

We use data processors located outside the European Economic Area only after taking such steps as are required to ensure that Personal Data they process on our behalf receives protection equivalent to that provided in the EEA. Our processors are either certified as compliant with the EU-U.S. Privacy Shield Framework where they are located in the USA or have entered into an agreement with us containing the model clauses approved by the European Commission as providing contractual protection equivalent to that provided by the data protection regulations applicable in the EEA. To learn more about the Privacy Shield program, please visit [www.privacyshield.gov](http://www.privacyshield.gov).

### *Data Security*

- We maintain technical and physical safeguards that are designed to protect the security and integrity of your Personal Data, and to guard it against accidental or unauthorised access, use, alteration or disclosure to unauthorised third parties. These measures include device encryption, firewalls and virus checking procedures.
- Where we keep Personal Data files on local devices these devices are protected and accessible only to authorised Contemporary Lynx employees.
- We regularly review our security systems to ensure that your Personal Data remains safe and secure.

### *Duration of Storage*

We will maintain records of your Personal Data for as long as you remain:

- a registered subscriber to our mailing list;
- have completed a purchase with Contemporary Lynx in the last 36 months; or
- for as long as is necessary to provide our services to you.

If you have unsubscribed from our mailing list, we will delete your details from our records, except where retention is necessary to enable us to enforce our legal rights or to protect the rights, property or safety of our employees.

### *Your Rights in Relation to Personal Data*

- You can update your subscription preferences or unsubscribe from our marketing communications at time by following the link in the footer of the last email you received from Contemporary Lynx (“Update your subscription preferences” or “Unsubscribe”) or by sending your request directly to [media@contemporarylynx.com](mailto:media@contemporarylynx.com)
- You have the right to update and correct the personal information on your account. You also have the right to request from us all personal information that we hold that relates to you, to request restriction of the processing of that data and to request that we delete that data. Where allowed by applicable law there may be an administrative charge for supply of copies of data, and we may also require you to provide us with appropriate identification before we comply with this request. You also have the right to object to our continued processing of your personal data. You may also have the right to data portability. If you have a complaint about the way in which we use your personal information you have the right to complain to the Information Commissioner [www.ico.gov.uk](http://www.ico.gov.uk).
- You can contact us with questions about the personal information we hold about you using the contact information provided in the contact us section of this privacy notice. Changes to our Privacy Notice. We will update this Privacy Notice from time to time to reflect changes in our business. All such changes will be posted to the website ([www.contemporarylynx.co.uk](http://www.contemporarylynx.co.uk)), and if we consider it to be appropriate we will notify subscribers of any material changes by e-mail.

### *Contacting us*

Contemporary Lynx Ltd is the Data Controller in respect of any Personal Data that you submit to us or that we collect from or about you. We are a company limited by guarantee registered in England and Wales (registered no 8858901). If you would like to know what information we hold about you or if you have any other queries or complaints about this Privacy Notice, or our Sites, our contact details are as follows:

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