

Meadow Arts

Data Protection Policy

We are a dynamic contemporary art charity delivering high quality, ambitious exhibitions & projects accompanied by inspiring engagement activities in unexpected, often rural places.

Since 2001, we have challenged established notions of where and how excellent art can happen, and who can access it. We are committed to equality, diversity & inclusion and delivering relevant work to the audiences we serve, who may not ordinarily engage with visual art.

Mainly our region covers Herefordshire, Shropshire & Worcestershire, where we create place-based, context-responsive exhibitions comprising new commissions & borrowed works by national /international artists, emerged and emerging talents. Our ambitious programme of high-quality art targets a wide audience, focusing on more rural areas where cultural provision and access to high quality contemporary art are traditionally low. We have developed a strong digital offer & a hybrid model of live /online events to reach a wide audience & remain resilient.

Our engagement programme, Meadow Arts Inspires, has connected with children age 5+ from all backgrounds, including those with special needs and excluded teens in Pupil Referral Units. Co-creation between artists and community groups in longer form social engagement forms our new focus.

We have no venue & work collaboratively to deliver projects with strategic partners from across the public & private sectors, achieving common goals, optimising resources & ensuring value for money. Partnerships are often with non-art venues, such as heritage buildings, publicly accessible landscapes, regional museums, colleges & universities. We are known for working outdoors, in direct dialogue with the natural & cultural environment.

Values

- We are creative, inspirational, collaborative, responsive & curious.
- We use excellent contemporary art to encourage new ideas and expand horizons.
- We place visual art in unexpected, often rural places, to reach audiences and engage participants.

Meadow Arts Data Protection Policy

1. Introduction

Meadow Arts is committed to ensuring the privacy and security of personal data that we collect, process, and store. This Data Protection Policy outlines our approach to data protection in

accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR) and the Data Protection Act.

2. Data Controller

Meadow Arts is the data controller for the personal data we collect and process. Our contact information is as follows:

A Meadow Arts, West House, 23 Broad Street, Hay-on-Wye, Hereford, HR3 5DB.
E info@meadowarts.org
T +44 7717 31 22 86

3. Types of Data Collected

We collect and process various types of personal data to fulfil our mission and provide our services. This includes but is not limited to:

- Personal contact information (e.g., name, address, email, phone number)
- Demographic information (e.g., age, gender, ethnicity)
- Information related to participation in our programs, events, and exhibitions.
- Artistic preferences and interests
- Photographs and videos taken during our events and projects.
- Financial information for donors and supporters.

4. Purposes of Data Processing

We process personal data for the following purposes:

- Communication: Sending updates, newsletters, and information about our exhibitions, events, and programs.
- Event Management: Registration, coordination, and communication related to our exhibitions, events, and programs.
- Fundraising: Managing donations, grants, and financial contributions.
- Marketing and Promotion: Promoting our exhibitions, events, and programs to a wider audience.
- Research and Analysis: Understanding our audience and improving our programs and services.
- Legal and Regulatory Compliance: Fulfilling legal obligations and responding to regulatory authorities.

5. Legal Basis for Processing

Our data processing activities are based on one or more of the following legal bases:

- Consent: We obtain consent for specific processing activities and provide individuals the right to withdraw consent at any time.
- Contractual Obligations: Processing necessary to fulfil our obligations under contracts with individuals.
- Legal Obligations: Processing necessary to comply with legal obligations.
- Legitimate Interests: Processing necessary for our legitimate interests, provided that such interests are not overridden by the individual's rights and interests.

6. Data Sharing

We may share personal data with the following categories of recipients:

- Our strategic partners and collaborators involved in specific projects and events.
- Service providers assisting with our operations, such as marketing agencies and IT service providers.
- Regulatory authorities and legal entities when required by law or to protect our rights and interests.

7. Data Security

We implement appropriate technical and organisational measures to ensure the security and confidentiality of personal data. This policy should be viewed in tandem with our Privacy Policy.

8. Data Retention

We retain personal data for as long as necessary to fulfil the purposes for which it was collected, and in accordance with legal and regulatory requirements.

9. Individual Rights

Individuals have the following rights regarding their personal data:

- Right to Access: Obtain information about the personal data we hold.
- Right to Rectification: Correct inaccuracies in personal data.
- Right to Erasure: Request the deletion of personal data, subject to legal requirements.
- Right to Restriction: Request limitations on the processing of personal data.
- Right to Data Portability: Receive personal data in a structured, commonly used, and machine-readable format.
- Right to Object: Object to processing based on legitimate interests or direct marketing.

10. Contact Information

For inquiries related to data protection or to exercise your rights, please contact our Data Protection Officer: Rose Farrington - rose@meadowarts.org

11. Updates to the Policy

We may update this Data Protection Policy from time to time to reflect changes in our practices or legal requirements. Updates will be posted on our website and communicated to relevant stakeholders.

Conclusion

Meadow Arts is dedicated to safeguarding the privacy and security of personal data while pursuing our mission of delivering exceptional contemporary art experiences to diverse audiences. This Data Protection Policy underscores our commitment to responsible data handling and protection.

This policy was adopted by the Board of Trustees in September 2023, and reviewed annually thereafter. **Review Date – September 2024.**

Name: Dr Daniel Pryde-Jarman
Position: Chair Board of Trustees

Signed: *Dan Pryde-Jarman*
Date: 28/09/2023.