Mission Gallery Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit Mission Gallery’s website [www.missiongallery.co.uk](http://www.missiongallery.co.uk) or make a purchase from [www.missionshop.co.uk](http://www.missionshop.co.uk) (both known as the “Site”).

**PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>

- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including debit and credit card numbers), email address, and phone number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

**HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

* Communicate with you;
* Screen our orders for potential risk or fraud; and
* When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns)

**SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Shopify to power our online store--you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy> We also use Google Analytics to help us understand how our customers use the Site

You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>

You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

**BEHAVIOURAL ADVERTISING**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative’s (“NAI”) educational page at:

<http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>

You can opt out of targeted advertising by:

FACEBOOK <https://www.facebook.com/settings/?tab=ads>

GOOGLE <https://www.google.com/settings/ads/anonymous>

BING <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

INSTAGRAM <https://help.instagram.com/615366948510230>

EVENTBRITE<https://www.eventbrite.co.uk/support/articles/en_US/Troubleshooting/eventbrite-cookie-policy>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance’s opt-out portal at: <http://optout.aboutads.info/>

**DO NOT TRACK**

Please note that we do not alter our Site’s data collection and use practices when we see a Do Not Track signal from your browser.

**YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below. Additionally, if you are a European resident we note that we are processing your information in order to fulfil contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

**DATA RETENTION**

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

**What personal data do we collect about you?**

When you purchase something from us or when you place an order for our services such as Friends memberships, workshops or shop merchandise, we collect personal data such as name, postal address, telephone number and email address.  Details of payment card numbers are held on a secure server.  We also collect personal data when you voluntarily complete customer surveys, provide feedback, book for workshops and free events, and participate in competitions.  Website usage information is collected using cookies.

**How will we use the personal data about you?**

We collect personal data about you to process any order you make, to enable you to use Mission Gallery services and to let you know if there are any changes to our events or services (for instance a change in start time or very occasionally regarding a cancellation).

We will also collect personal data about you, if you agree, so we can email you about other Mission Gallery events and services we think may be of interest to you.  We will only do this if you have given your consent when asked at the initial point of contact.

In relation to personal data voluntarily given through customer surveys and feedback forms, this data is used to inform future programme plans and improve services and is occasionally shared with stakeholders and is sometimes required as a condition of funders. In these instances, all data is anonymised, with no identifiable data being passed on. For the purposes of competitions, personal data is collected for that specific purpose and destroyed after completion. If you also consent, we will use your personal data to let you know about our Fundraising activities and selected activities in which Mission Gallery is involved.

We will never share your personal data with external companies other than those selected to process our customers details for the purposes of transactions such as Shopify (online store), Eventbrite (event booking system) and Xero (online accounting software).  We have put in place contractual arrangements with these organisations to ensure that your data is secure and protected at all times. Requests for information to be removed from these systems should be made directly to Mission Gallery.

**MINORS**

Mission Gallery Shop is not intended for users under the age of 16 years of age. Mission Gallery website is intended for all individuals.

**CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

**CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [info@missiongallery.co.uk](mailto:info@missiongallery.co.uk) or by mail using the details provided below:

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