



Privacy Statement and Cookies Policy, updated July 2020

The purpose of this Privacy Statement is to let you know that we value your use of our website and your access to the services offered on it. We know your privacy is important to you and we take security of your data very seriously. We believe you should always know what data we collect from you and how we use it, and that you should have meaningful control over both. Your data cannot be accessed by third parties other than those providing services as identified below.

Accordingly, we follow the General Data Protection Regulation (GDPR) and have implemented this Privacy Statement and Cookies Policy to inform you of: what constitutes 'personal information', what we collect, why we collect it and what we do with it; how we collect it; how we store it; your rights, whom we share it with, how you can access and correct it if necessary, data retention information, our cookies policy, and how you can contact us. This Statement also covers cookies and use of statistical software, and provides links to the privacy policies of organisations we use. By using the website, you accept the practices described in this Privacy Statement, which also refers to the GDPR. When we refer to 'personal information' in this Privacy Policy, we are referring any information which can directly or indirectly identify you.

To review our Terms and Conditions, which also governs your visit to the website, please [click here](#)

Personal information we collect

When you visit the website, 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 website, we collect information about the individual web pages or products that you view, which websites or search terms referred you to the website, and information about how you interact with the website. We refer to this automatically-collected information as 'device information'. Please note that we do not alter our website's data collection and use practices when we detect a 'Do Not Track' signal from your browser. If you purchase a subscription or goods, or make an application from our website, we collect the personal data which enables us to fulfil our contract with you (for example your name and contact details). We do not collect any payment details. If you send us an email (for example with query about a commission or our Distance Learning Diploma Course), we will collect your email address and store any of the information you gave us in your email.

Why we collect it and what we do with it

We use your personal information to record any correspondence and communicate with you via any method we are able, to send out information relating to news (such as opening of submissions) or events (such as our exhibitions) or publications you are entitled (via email, Mailchimp or post), or enter in contracts (such as for Fellow member applications, purchases, submissions to our exhibitions via OESS), and to maintain the professional relationship with our members. You can unsubscribe from Mailchimp messages at any time. Where you have given consent to the processing of your data you may withdraw it at any time.

On our website we process your information to screen for potential risk or fraud (in particular, your IP address). We use it to improve and optimise our website (for example, by generating analytics about how our visitors browse and interact with the website, and to assess the success of our marketing and advertising campaigns). We use this information to personalise your repeat visits to our website.

How do we collect your personal information and whom do we share it with?

By registering an account on our website, you provide your personal information which allows us to identify you, including through the use of cookies, and give you access to dedicated services. You might also contact us via letter, email, or when you communicate through completing an application (such as for Fellow membership, or our Distance Learning Diploma Course or social media).

Other organisations or bodies you are connected to may provide your information to us. We may also collect your information from public sources of data (such as any of your data which you have chosen to make public on your own website or social media). Any information we hold about you is based on your having given us consent.

When you use our website, we collect your personal information and your 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/> and you can also view our cookie policy at the end of this policy.
- 'Log files' track actions occurring on the website, 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 website.

When you make a purchase or attempt to make a purchase through the website, we collect certain information from you, including your name, shipping address, email address and phone number. We collect which payment method you use (such as Paypal, Stripe or Xero) but we do not collect any of your personal payment details, such as Paypal account details or credit card numbers. We refer to this information as 'order information'.

We are committed to protecting your privacy and the security of your personal information is important to us. Under no circumstances do we rent, trade or share your contact details (postal or email address, or phone numbers) or your artwork images without your consent. If we are requested to pass on your details to a third party, we will inform them that we have passed their details to you but we will never disclose your details to a third party, this leaves it to you whether you respond. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the internet, or method of electronic storage, is totally secure. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. We assume no liability for any disclosure of data due to errors in transmission, unauthorised third party access or other acts of third parties, or acts or omissions.

Our website may contain links to other websites. We accept no responsibility for any content displayed in any other website that may be linked to through this website and the usage of such websites is done so at your own risk. Please be aware that we are not responsible for the privacy practices of such other websites. We encourage our visitors to be aware when they leave our website and to read the privacy statements of each and every website that collects personally identifiable information. Our privacy statement applies solely to information collected by our website.

We deal with reputable service providers to process your data on the Society's behalf for the purposes of our legitimate interests, such as website maintenance, collection of card payments, writing and maintaining software, email correspondence, scanning your artwork, social media provision. They have their own privacy policies in place and must abide by them. We share your personal information

with selected third parties to help us process your personal information. We do not collect your payment card details, we use payment processors and you can read more about how they use your personal information here:

- **Paypal Inc:** <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>
- **Stripe Inc:** <https://stripe.com/docs/security>
- **Xero Limited:** <https://www.xero.com/uk/about/privacy/>
- **Google Analytics** (Google Inc.) help us understand how our visitors use the website. Google Analytics collects cookies and usage data and use the data collected to track and examine the users use of this website, and to prepare reports on its activities. Any personal identifiers collected will be subject to a retention period of 26 months. After this time any personal identifiers will be automatically deleted. You can read more about how Google uses your personal information here: <https://www.google.com/intl/en/policies/privacy/>. And opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.
- **Mailchimp** (The Rocket Science Group, LLC.) manages our email communications with you, such as messages, magazine downloads and newsletters. Mailchimp may also collect data concerning the date and time when the message was viewed by the you, as well as when you interacted with it, such as by clicking on links included in the message. You will only be added to our mailing lists if you have registered to receive our communications, or we have added you as a current member (Fellow, Foundation, Student on our Distance Learning Diploma Course), or you have made a purchase from the website. At the footer of every email we send you via Mailchimp there will be a link to view and update your details, and a separate link to unsubscribe from our mailing list. You can read more about how Mailchimp here: <https://mailchimp.com/legal/privacy>
- **Vimeo** (Vimeo, LLC) hosts our video and streaming provider. As part of this service Vimeo collects usage data and uses cookies to provide us with video statistics such as, number of views, video popularity, geographical viewing data and average time spent watching videos. We use this data to help us improve our services, design new tutorial content and find out what our students enjoy so that we can produce future enjoyable video content. You can read more about how Vimeo uses your personal information here: <https://www.google.com/intl/en/policies/privacy>

As part of the service we offer we may link to various social media platforms to allow interaction with social networks or other external platforms directly from the pages of this website. The interaction and information obtained through this application are always subject to your privacy settings for each social network. These services may collect traffic data for the pages where the service is installed, even when you do not use it.

- **Instagram** (Instagram Inc.) is an image visualization service which allows our website to incorporate content from the Instagram social media platform on our pages, it collects cookies and usage data. You can read Instagram's privacy policy here: <https://help.instagram.com/519522125107875>
- **Facebook's** 'Like' button and social widgets are services which allow interaction with the Facebook social network provided by Facebook, Inc., collecting cookies and usage data. You can read Facebook's privacy statement here: <https://www.facebook.com/privacy/explanation>

We may use third party registration and authentication services as described below. If third party registration and authentication services are used this website will be able to access some data, stored by these third-party services, for registration or identification purposes.

- **Facebook Authentication** (Facebook, Inc.) is a registration and authentication service provided by Facebook, Inc. and is connected to the Facebook social network. Personal information collected includes various types of data as specified in the on-screen privacy notice displayed when using this registration method and in the Facebook's general privacy policy: <https://www.facebook.com/privacy/explanation>

- **Twitter OAuth** is a registration and authentication service provided by Twitter, Inc. and is connected to the Twitter social network. Personal information collected includes various types of data as specified in the on-screen privacy notice displayed when using this registration method and in Twitter's general privacy policy of the service: <https://twitter.com/en/privacy>
- **Google OAuth** (Google Inc.) is a registration and authentication service provided by Google Inc. and is connected to the Google network. Personal information collected includes various types of data as specified in the on-screen privacy notice displayed when using this registration method and in the general privacy policy of the service: <https://www.google.com/intl/en/policies/privacy>

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. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

How we store your information

Your personal data is stored in a number of ways: securely in paper files; on secure servers host our website and emails; using software systems such as Microsoft. All of these are managed by our personnel, on their secure equipment. We share your personal information with a limited number of third parties, whose Privacy Policies we have vetted (such as Lloyds Bank, to store your bank account information, or Easyspace which hosts our emails, or Platform Designs which provides our website service.)

Your rights

We want to make sure that your personal information is accurate and up to date. You have rights to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. You can view and amend the information that we hold about you at any time by logging into our website and visiting your details in 'My Account'. We may be holding other information about you, for instance if you were a director/trustee, bought artwork from our exhibitions, were an exhibitor in one of your exhibitions, commissioned any work, applied for Fellow membership, are or were a member or a student, if we have paid or reimbursed you for any service. You may instruct us to correct or remove information you think is incomplete or inaccurate, or delete it (if we are not legitimately required to keep it) if you have withdrawn consent to it being processed; and you can opt out of our targeted communications. You can request to see what information we hold on you (by submitting a subject access request, see below).

- **Subject access request:** You can ask us at any time whether we are holding any personal information about you and you can also request to receive a copy of that personal information. If you do wish to make a subject access request, please be explicit about the information you seek and provide proof of identity.

Data retention

Your personal data is kept under review. If you have registered on our website, we will retain your name and email address until you unsubscribe via Mailchimp or ask us to remove your name.

Personal data and business correspondence in relation to all business contracts involving payment is retained for a minimum of six years after the end of the tax year (to satisfy the legal requirements of Her Majesty's Revenue and Customs).

Regarding our Distance Learning Diploma Course, we retain sufficient records to verify graduates' attainment.

The Society was founded in 1985 and we retain old archive materials and artwork images from previous exhibitions. Where the information is not already public, we would not release it.

Children's policy

The website is not intended for individuals under the age of 16. Accordingly, we will not knowingly collect or use any personal information from children that we know to be under the age of 16. There could be exceptions to this but it is unlikely that children under the age of 16 would, for example, submit work into our open exhibitions, apply for Fellow membership, or for a place on our Distance Learning Diploma Course.

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. The new policy will apply to all current and past users of the website and will replace any prior policies that are inconsistent with it. This privacy statement was last updated in July 2020.

Data protection registration

We are registered as a data controller with the UK's Information Commissioner's Office and our registration number is ZA526208.

Cookie policy

When you visit our website, we will ask you to accept our cookie policy by a pop-up band across the bottom of the site which will ask you to 'accept cookies'. The default is that you accept all necessary cookies and you 'enable' all non-necessary cookies. You do not have to accept our cookies but we hope you will so that you can get the best experience from our website. Please be aware that blocking all cookies will have a negative impact upon the usability of our website and you may not be able to access some of its features. Analysis of the cookie data helps us to know how you arrived at our site (for example by a search engine), and to find out which format you are using to view pages, which helps with design issues (for example viewing on mobile devices, which is becoming more popular). All data collected via this site is initially collected, stored and analysed by third parties, see below.

What are cookies?

In common with almost all professional websites, this site uses cookies, which are tiny files (identifiers) sent by a web server to a web browser and stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. This information is used to track your use of the website and to compile statistical reports on website activity, ultimately used to remember your preferences on our website. Cookies do not typically contain any information that personally identifies you, but personal information that we store about you may be linked to the information stored in and obtained from cookies. Cookies may be either 'persistent' (stored by a web browser and remaining valid until expiry date, unless deleted by you before the expiry date); or 'session' (set to expire when the browser is closed). For further information: <http://www.aboutcookies.org/> or <http://www.allaboutcookies.org/>.

We use cookies to identify you when you visit our website, to help us to determine if you are logged into our website, store information about your preferences and to personalise our website for you, and to help us to analyse the use and performance of our website and services

Third party cookies

We use cookies provided by trusted third parties, such as Google Analytics, one of the most widespread and trusted analytics solution on the web. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at:

<https://www.google.com/intl/en/policies/privacy>

Managing cookies

It is recommended that you leave on all cookies if you are not sure whether you need them or not, just in case they are used to provide a service that you use. Our website may offer e-commerce or payment facilities and some cookies are essential to ensure that your order is remembered between pages so that we can process it properly. When you submit data through a form such as those found on contact pages or comment forms, cookies may be set to remember your user details for future correspondence. Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

<https://support.google.com/chrome/answer/95647?hl=en> (Chrome);

<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);

<http://www.opera.com/help/tutorials/security/cookies/> (Opera);

<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);

<https://support.apple.com/kb/PH21411> (Safari); and

<https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

More information

Hopefully that has clarified things for you regarding cookies but if there is something that you are not sure whether you need or not it is usually safer to leave cookies enabled in case it does interact with one of the features you use on our website. However, if you are still looking for more information, please do contact us through one of our preferred contact methods.

If you have queries or concern about our use of your personal data, please do contact us in the first instance at one of the communication means below:

Our contact details

The Society of Botanical Artists limited is a company registered in England and Wales no. 5460619 and also a charity registered in England and Wales, no. 1110869

For all communications our office address is:

The Society of Botanical Artists Limited, 1 Knapp Cottages, Wyke Road, Gillingham SP8 4NQ, United Kingdom, info@soc-botanical-artists.org, +44 (0)1747 825718

The Information Commissioners Office responsible for information rights in the UK: www.ico.org.uk