

## **Art & Industry Biennial Trust (trading as SCAPE Public Art) ("SCAPE") Privacy Policy**

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### **1. Introduction**

- 1.1 SCAPE is committed to protecting the privacy of any personal information you provide to us. SCAPE's privacy policy sets out what sort of information we collect and how we collect and use that information; as well as the security measures we take and how you can access your information and correct it if necessary.
- 1.2 This policy applies to all personal information which SCAPE collects in the course of its day-to-day business, including information collected for the purposes of its client database ([www.scapepublicart.org.nz](http://www.scapepublicart.org.nz)).
- 1.3 By using this website, you acknowledge that you have received notice of this policy.

### **2. What Is Personal Information?**

- 2.1 In this policy, personal information means information or opinions about a person, whether true or not, and whether recorded in material form or not, whose identity is apparent or can be reasonably ascertained from the information or opinions, either alone or in conjunction with other information.
- 2.2 Personal information we collect includes, but is not limited to, your name, address, date of birth, phone numbers and email addresses. We may also collect credit card details from you if you use these to donate to SCAPE, join the Patron Programme or purchase artwork from our website. Any personal information is provided to us of your own will and will only be used by us in accordance with this policy.

### **3. How Does SCAPE Collect My Information?**

- 3.1 SCAPE collects information in a number of ways via our website as well as personal interactions (such as over the telephone) or via other forms of correspondence. For example, we collect information when you:
  - a. subscribe to newsletters or email updates;
  - b. respond to surveys or fill out forms;
  - c. request certain services or products;
  - d. complete subscription forms;
  - e. register to attend functions or events; and
  - f. telephone, email, fax or otherwise correspond with us.

### **4. What Does SCAPE Use My Information For?**

- 4.1 SCAPE collects personal information to provide you with a specific service. For example, SCAPE may use your personal information that you provide to:
  - a. update your details and database information;
  - b. provide you with information on relevant SCAPE events and fundraising initiatives;
  - c. communicate with you on any matters relevant to your dealings with SCAPE.

## **5. How Does SCAPE Protect and Store My Information?**

- 5.1 SCAPE utilises various security measures designed to protect against the loss, theft, misuse and/or unauthorised modification of the personal information under its control. These security measures include:
- a. firewalls to prevent the hacking of our database;
  - b. appropriate security access to SCAPE premises;
  - c. the use of passwords for access to database information and the use of security levels within the database to ensure that staff access only the information required to perform their duties;
  - d. security bins and/or shredders for the disposal of written information.
- 5.2 SCAPE will take all reasonable steps to ensure that any personal information we collect is secure, accurate, up to date and not misleading.
- 5.3 Where the SCAPE website contains links to other independent websites, you acknowledge that these websites may have different security and privacy policies. SCAPE does not accept any responsibility and/or liability for any information which you provide to these websites. Nor does SCAPE accept any responsibility and/or liability for how those websites or the organisations that own and manage them collect, use or disclose your personal information or that of any person you provide on those sites.
- 5.4 SCAPE uses a cloud services database to store some information. Where cloud services are used, access by SCAPE is via a secure login.

## **6. How Do I Access and Correct My Personal Information?**

- 6.1 You may request access to and correction of your personal information (such as contact details) or request that we access, correct and/or delete your personal information at any time by contacting us, as set out in the "Contact Us" section below.
- 6.2 SCAPE may require you to provide it with identification for the purpose of satisfying SCAPE that you should be granted access to the personal information you request.
- 6.3 SCAPE will provide access to your personal information in accordance with applicable privacy laws. When you make a request to access your personal information, SCAPE must, within 20 working days of your request, make a decision as to whether it will grant the request and if so, in what manner, and provide you with notice of that decision. If SCAPE is unable to meet your request for access, you will be notified as to why this is.
- 6.4 SCAPE may charge a fee for reasonable costs incurred in responding to a request for access to and/or disclosure of personal information. Any such fee will be disclosed to you before it is incurred.

## **7. Does SCAPE Disclose Any Information To Third Parties?**

- 7.1 SCAPE will not sell, trade or otherwise transfer or supply to third parties any personal information obtained from you without your consent.
- 7.2 In some circumstances, SCAPE may be required to disclose your personal information in order to comply with the law.
- 7.3 SCAPE may develop aggregate (i.e. not individual) reports, which incorporate information provided by you. These reports are for use by SCAPE or its business partners to review

statistics or analyse trends. However, these reports do not include any personally identifiable information.

**8. How Can I Opt Out of Receiving Email Communications and Other Marketing Material?**

8.1 You may unsubscribe from our email communications at any time by clicking on the "unsubscribe" link (where applicable) in any email you receive, or otherwise contacting us and asking to be unsubscribed. If at any time you are unsure how to access or correct your information please contact us.

**9. Does SCAPE Use Cookies?**

9.1 Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser that enables the sites or service provider's systems to recognise your browser and capture and remember certain information. SCAPE uses these to understand your usage of our website (including your IP address, frequently visited pages and other personal information which you provide voluntarily).

**10. What Is The Legal Effect Of This Policy?**

10.1 By using the SCAPE website and/or by providing personal information to us (including but not limited to online or in person) you consent to the collection and use of such information by SCAPE and our partners and permitted agents, consistent with applicable laws and in accordance with this policy.

**11. Changes to This Policy**

11.1 SCAPE reserves the right to change this policy at any time. Where SCAPE makes any changes to this policy, an updated version will be posted on the SCAPE website. Your continued use constitutes your acceptance of the updated policy and any personal information collected after the policy is updated will be subject to that updated policy. We recommend that you review this policy on a regular basis to understand how SCAPE manages the personal information which you provide.

**12. Contact Us**

12.1 If you have any queries about personal information held by SCAPE, please contact our Privacy Officer:

Privacy Officer  
Deborah McCormick  
Director  
Art & Industry Biennial Trust (Trading as SCAPE Public Art)  
PO Box 763  
Christchurch 8140