

## Auckland Palace Estate Residences

*under ownership by The Auckland Project*

### Privacy Policy

Auckland Palace Estate Residences is part of The Auckland Project. The Auckland Project is committed to respecting and protecting your privacy.

This notice explains what personal information we collect from you, whether that is in person, over the phone, by e-mail or via our website and why. It also outlines how we use this information, when it may be shared with other organisations and how it is securely stored. By using our website or submitting your personal data to us, you accept the conditions within this policy. From time to time we may make changes to this notice which will always be updated on our website.

If you have any questions about our use of personal information, please e-mail [enquiries@aucklandproject.org](mailto:enquiries@aucklandproject.org) or write to us at The Auckland Project, 58 Kingsway, Bishop Auckland, Co Durham, DL14 7JF. You can also telephone us on 01388 743750.

#### **About The Auckland Project**

The Auckland Project. Company registered in England and Wales number 07931440 and charity number 1149219. Registered office: 58 Kingsway, Bishop Auckland, Co Durham, DL14 7JF. TAP Trading Limited. Company registered in England and Wales number 08148123 and registered office 58 Kingsway, Bishop Auckland, Co Durham, DL14 7JF. Auckland Palace Estate Residences are operated by The Auckland Project. When we mention 'The Auckland Project' 'we' 'us' or 'our' in this notice, we are referring to the organisation responsible for processing your data. The Auckland Project is the controller and responsible for this website.

The Auckland Project and TAP Trading Limited have entered into an agreement to regulate any data sharing between themselves. Therefore, where consent is relied upon as a lawful basis for processing data, consent given to one organisation may be used by the other organisation to process personal data under the terms of this agreement. Our mission is to use cultural and heritage as a catalyst for the regeneration and to reinvigorate the town of Bishop Auckland.

#### **What information is being collected?**

Information gathered may include:

Your name, address, e-mail address, date of birth and telephone numbers;

Username and password, purchases, orders or reservations made by you, your interests, preferences, feedback and survey responses;

If you are acting on behalf of an organisation, the name, address, and contact details of the organisation you represent;

IP address, the pages you have accessed on our website and when.

If you make a purchase or reservation on our website, your card information is not held in our system. It is securely processed by a specialist third party payment processor.

#### **How is it collected?**

We collect information when you:

use our website;

purchase our products or services or make a reservation;

sign up to our mailing list (online or in person);

register with us for the Arts Award Scheme;

enter a competition, promotion or survey;

create a user account;

purchase attraction tickets

#### **Why is it being collected?**

We collect your personal information in order to deliver a product or service that you have requested and to ensure that our website delivers a positive and useful experience for visitors.

#### **How will it be used?**

Your information may be used to carry out the following activities:

Process ticket orders or create reservations;

Send you communications which you have requested that may be of interest;

Carry out customer insight work and track the effectiveness of our marketing campaigns;

To carry out our obligations arising from any contracts entered into by you and us;

Dealing with entries into a competition;

Dealing with enquiries you have made;

Notify you of changes to our service;

When signing up to our mailing list, visitor will be invited to provide preference information on the type of content they are interested in receiving. Visitors will receive communications on the subject areas they have expressed an interest in, as well as our regular communications, which include a regular e-mail newsletter and a seasonal print magazine. These may sometimes include information on events or activities organised by our partners or other local organisation that may be of interest to you, however your data will not be shared with any third parties.

You can choose to receive communications or may unsubscribe at any time by e-mailing [marketing@aucklandproject.org](mailto:marketing@aucklandproject.org). Sometimes we may send a communication based on previous events, activities or reservations rather than preference selected during the sign-up process but only if you haven't subsequently asked us not to. However, we will not send out unrelated marketing communications unless you have given consent.

In addition you may also receive automated e-mails to confirm any bookings or reservations you have made, or to provide additional information ahead of your visit such as details of access or car parking.

Where we refer to our customer and marketing insight activities, this may mean market research or reviewing our marketing campaigns to see how effective they have been. We may do this by tracking how many people have opened our e-mails, clicked on a link or booked a reservation or ticket via the e-mail. It may also refer to market research and profiling carried out by third parties. Where this is the case, personal information will not be supplied to the third party supplier without consent.

Fundraising communications are treated separately and those on The Auckland Project's general mailing list will not receive them unless they have specifically opted in or joined our Friends scheme.

### **How long will the data be retained?**

We are legally required to retain some personal information for a set period of time. Once we no longer need your personal information, it will be securely disposed of. The list below shows the type of data which may be held, what it may include and how long it will be held:

Visitor Data: Name, address, e-mail address, telephone number, date of birth

Held for five years (from the point of your last visit, unless you ask us to delete it earlier)

The National Lottery Heritage Fund Data: Name, address, e-mail address, telephone number, date of birth, photo. If you attend an activity funded by The National Lottery Heritage Fund, data will be held to meet the requirements of our funding agreement.

Held for 10 years

Enquiries: Name, e-mail address.

Held for one year (if the enquiry is not progressed)

Gift Aid Declaration: Name, address. HMRC require us to keep a record of any Gift Aid declarations for a specified period of time.

Held for six years.

Arts Award Scheme: Name, address, date of birth, name of school or other educational institution.

Processed only for the purposes of uploading onto Trinity College portal then deleted.

### **Who will it be shared with?**

We will not sell or share your personal information with third parties for marketing or fundraising purposes.

Your information may be shared with a third-party service provider, acting as data processors, for the purpose of carrying out a task or providing a service to you on our behalf. These include:

DigiTickets, in relation to customer and stakeholder data and card transaction payments;

WordFly and Mailchimp for automated mailing and for our regular marketing communications;

Facebook, Google and Hotjar, in relation to the monitoring and analysis of website traffic and advertising campaigns;

YouTube and Vimeo, where you interact with an embedded video or livestream;

Trinity College, Oxford University – certifying body for the Arts Awards Scheme where we are an accredited Arts Award;

Perfect Image acting as IT providers for our organisation;

Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice;

HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers based in the UK who require reporting of processing activities in certain circumstances; and

Professional advisors acting as processors or joint data controllers including bankers, lawyers, auditors and insurers based in the UK who provide banking, consultancy, legal, insurance and accounting advice.

However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes.

### **What is the lawful basis for processing?**

Under GDPR, there are several lawful bases for an organisation to process personal data. These are:

Consent – the individual has given clear consent to process their personal data for a specific purpose.

Contract – the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.

Legal obligation – the processing is necessary for you to comply with the law (not including contractual obligations).

Vital interests – the processing is necessary to protect someone's life.

Public task – the processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.

Legitimate interests – the processing is necessary for your legitimate interest or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests.

The list below outlines the lawful basis for each data processing activity we undertake:

Process ticket orders or create reservations; - Contract

Send you communications which you have requested that may be of interest; - Consent

Carry out customer insight work and track the effectiveness of our marketing campaigns; - Legitimate interest

To carry out our obligations arising from any contracts entered into by you and us; - Contract

Dealing with entries into a competition; - Contract

Dealing with enquiries you have made; - Contract

Notify you of changes to our service; - Legitimate interest

### **Cookies and Website Monitoring**

Like any other organisations, we use cookies and web beacons to monitor traffic to our website. A cookie is a small amount of data generated by a website and saved by your web browser, which is used to remember

information about you. This information will not identify you as an individual but will provide general information such as the city you live in, which we use to improve our website and ensure a strong user experience.

We analyse our website traffic to track how many people visit our site, which other websites they have come from, which of our web pages they visit and how long for. We also use reporting cookies to understand our audiences and improve their experiences when using our website and to use their preferences to optimise customer experience.

We use third party tools Google Analytics, DigiTickets, WordFly, Mailchimp, Facebook Pixel and Hotjar to carry out these tasks. We use Google Advertising and demographic tools to gather information on our website visitors such as gender and age bracket. This information is used to help us improve our website content and advertising campaigns, but it does not allow us to identify individuals.

Cookies may also be used to help us deliver targeted online advertising and to help monitor the effectiveness of our advertising campaigns. This includes Facebook Pixel which allows us to track visitor journeys across Facebook and onto our website and Hotjar, which helps us better understand our visitors' needs by monitoring their experience when using our website.

Website users who do not want cookies to monitor their devices can opt-out by installing a browser add-on that tells the website not to send information to these third parties, such as [Google Analytics Opt-out Browser Add-on](#)

You can also opt-out through Ads Settings, Ad Settings for mobile apps, or any other available means (for example, the NAI's consumer opt-out). For further information please e-mail us at [marketing@aucklandproject.org](mailto:marketing@aucklandproject.org).

## **External Links**

Our website contains links to third party websites in order to offer users easy access to information that they may find useful or interesting. Sometimes we may include a link to cultural or accommodation partners but these are not affiliate links and no commission is made, nor is there a transfer of personal data. The Auckland Project does not take responsibility for the content of those websites.

## **Photography, Film and CCTV**

The Auckland Project will sometimes take photographs or film at events or venues and these photographs will be used for promotional purposes, for example on our website or social media channels. Visitors will be notified of this through the use of posters and verbal instructions. Photographs of film featuring individuals or small groups who can be easily identified are subject to data protection legislation. We will ask individuals to sign a consent form prior to any images being taken or recorded and these forms will be stored securely.

If a photograph features a child under the age of 16, we will ask a parent or guardian for consent.

Photographs may be used for promotional purposes for up to five years after an event but may then be retained for the purpose of building a community based archive to record the history of our venues. Should consent for the use of your photograph be withdrawn, we will cease to use in future marketing activities and will endeavour to remove the image from historical content, but this may not always be possible, for example in print material that has already been distributed.

CCTV is used extensively throughout The Auckland Project sites to monitor the activities of individuals in order to ensure safety of our visitors, collections, volunteers and staff. We abide by the CCTV Code of Practice in the management of information recorded and retained by surveillance equipment.

### **Security and Data Processing**

We will take all reasonable steps to ensure that your data is stored and processed securely and in line with both our data policy and the current laws on data protection.

When making a credit or debit card transaction, your details are encrypted and protected via an SSL certificate. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Where you have created a password which enables you to access certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share any passwords with anyone.

### **Transfer of data outside the EU**

As part of the services offered to you through The Auckland Project website, the information that you provide to us may be transferred to countries outside the EEA. Whenever we transfer your personal data out of the EEA we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.

Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.

Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between the Europe and the US.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

## **Your Rights**

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These are set out in the glossary at the end of this notice. If you wish to exercise any of the rights set out, please contact us.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if the request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **Children**

This website is not intended for children and we do not knowingly collect data relating to children. Only those over the age of 16 can give their consent to receive marketing communications from us. If you are under the age of 16, consent from a parent or guardian is required. You still have the same rights as an adult with regards to how your data is processed.

How can you find out about or update the information we hold about you?

It is important that any personal information we may hold is kept accurate and up to date. You can review the information we hold on you at any time by e-mailing [enquiries@aucklandproject.org](mailto:enquiries@aucklandproject.org) or write to us at The Auckland Project, 58 Kingsway, Bishop Auckland, Co Durham, DL14 7JF. You can also telephone 01388 743750.



We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the privacy manager using the details set out below:

GDPR Officer

GDPR@aucklandproject.org

01388 743750

This policy was last updated in November 2022.

## Glossary

### Your Legal Rights

You have the right to:

**Request access** to your personal data (Commonly known as a 'data subject access request'). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

**Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

**Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

**Object to processing** of your personal data where we are relying on legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on the ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

**Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even

if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

**Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

**Withdraw consent** at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.