

# – FOLD –

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## **Privacy Policy**

This policy applies to information held about clients and prospective clients, suppliers and prospective suppliers, artists, contacts and all other persons about whom FOLD holds information. By ‘information,’ we mean personal information about you that we collect, use, share and store.

In this policy, “we,” “us,” and “our” means FOLD GALLERY LIMITED (Registered in England & Wales under the Companies Act 2006 with registration number 09339449), and “you” means the individual to whom the information relates.

### **What we collect**

- your name;
- your contact information such as your address, email address and telephone number;
- information in relation to your purchase of our art work;
- if required, your payment details / financial data i.e. your bank name, account number and sort code;
- information related to your attendance at art fairs, events or exhibitions where FOLD is an exhibitor or participant;
- information about you that you give us in person when visiting the gallery and signing the visitor book, or in the form of business cards, or digital contact details you give us at events and art fairs, by filling in forms on our website (e.g. the Contact Us section, or to sign up to our mailing list, when you enquire about an art work or group of artworks or by corresponding with us by phone, email or otherwise ;
- when browsing our site, your IP address, your browser type and language

### **How we collect information about you**

- collecting information you give to us when you purchase any art work or visit us at an exhibition or art fair;
- when you subscribe to our mailing list or contact us via our website;
- when you use the visitor book at our gallery and at exhibitions and art fairs;
- through email correspondence with you relating to loans, the consignment of works, an invitation to an event or a conversation about a future project;
- when you make enquiries in person, over the phone, by email, or by post.

### **What we do with the information we gather**

We use your information to

- provide information about our artworks and services to you;
- keep you informed about our artworks, artists, exhibitions, events and art fairs that we think you may find interesting;
- carry out our obligations arising from any agreements entered into between you and us;
- communicate with you; and
- comply with legal and regulatory obligations

## **Legal basis for processing**

Our processing of your personal information is necessary:

- for the performance of contracts to which you will be a party to and in order to take steps at your request prior to you entering into those contracts;
- for the purposes of legitimate interests pursued by us; or
- in order to comply with a legal obligation to which we are subject.

In relation to any processing of special categories of personal data, we will generally rely on obtaining specific consent from you at the time unless there is otherwise a legal requirement for us to process such information.

## **Legitimate interests**

Where our processing is based on the legitimate interest grounds described above, those legitimate interests are: (i) collecting personal information to provide you with a smooth and efficient client experience; (ii) to make sure you receive updated information on FOLD's business activities; (iii) to provide the services you have requested; and (iv) for our own marketing and research.

## **Sharing your information**

Except as expressly set out in this policy we will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

The personal information you provide to us may be shared with third party companies, agents, contractors, service providers or affiliated companies if this is necessary to provide you with our art work or services, respond to your inquiries or for any of the purposes described in this policy.

We may also share your personal information with:

- law enforcement agencies, other governmental agencies or third parties if we are required by law to do so.

## **Your Rights**

At any time, you have the right:

- to request access to or a copy of any personal data which we hold about you;
- to rectification of your personal data, if you consider that the information we are holding is inaccurate;
- to ask us to delete your personal data, if you consider that we do not have the right to hold it;
- to withdraw consent to our processing of your personal data (to the extent such processing is based on previously obtained consent);
- to ask us to stop or start sending you marketing messages as described below in the marketing section;
- to restrict processing of your personal data; and;
- to object to your personal data being processed in certain circumstances.

Any request from you for access to or a copy of your personal data must be in writing (to Fold Gallery, 158 New Cavendish Street, London, W1W 6YW) and we will endeavour to respond within a reasonable period and in any event within one month in compliance with data

protection legislation. We will comply with our legal obligations as regards your rights as a data subject.

We aim to ensure that the information we hold about you is accurate at all times. To assist us in ensuring that your information is up to date, do let us know if any of your personal details change at the following email address: [info@foldgallery.com](mailto:info@foldgallery.com).

## **Marketing**

Where you are one of our clients or have otherwise agreed to be contacted for marketing we may use your personal information to send you information about FOLD events, art fairs and works of art. You can unsubscribe from receiving them at any time, [details of how to unsubscribe will be included at the bottom section of each electronic mailing we send you, which will direct you to an email whereby you can unsubscribe automatically and will not be contacted again unless you actively request to re-join the mailing list.

You have the option of "unsubscribing" from our mailing list at any time thereby disabling any further such e-mail or other communication from being sent to you by emailing [info@foldgallery.com](mailto:info@foldgallery.com).

## **How long will we keep your information?**

We will only keep the information we collect about you for as long as required for the purposes set out above or as required to comply with any legal obligations to which we are subject. This will involve us periodically reviewing our files to check that information is accurate, up-to-date and still required.

Where we are permitted to send you direct marketing communications we may retain your contact information necessary for this purpose, for as long as you do not unsubscribe from receiving the same from us. If you opt out from marketing, we will retain your information to enable us to comply with your wishes to not be contacted for marketing purposes.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **Links to Other Sites**

Our website may contain links to other websites of interest, including via our social media buttons. While we try to link only to websites that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other websites and a link does not constitute an endorsement of that website. Once you link to another website from our website you are subject to the terms and conditions of that website, including, but not limited to, its internet privacy policy and practices. Please check these policies before you submit any data to these websites.

Certain features of our site will allow for social networking. You should ensure when using these features that you do not submit any personal data that you do not want to be sent, collected or used by other users, such as profile details or e-mail address.

## **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Changes to this policy**

Any changes we make to our policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our policy

## **Questions**

Questions, comments and requests regarding this policy are welcomed and should be addressed to [info@foldgallery.com](mailto:info@foldgallery.com)