

EastSide Partnership Privacy & Cookies Policy

EastSide Partnership is committed to protecting your privacy. We will use the information that we collect about you in accordance with the law.

Who we are

EastSide Partnership is a local charity leading the regeneration of east Belfast. Working alongside other community-based organisations, elected representatives, statutory agencies and local businesses, EastSide Partnership delivers a wide variety of projects with a clear mission to 'make east Belfast a better place' for residents, businesses and visitors.

EastSide Partnership aims to:

- Create an east Belfast that is a thriving cultural hub, where the arts are valued, creativity is for everyone and people are connected with each other and the wider world through **EastSide Arts**
- Promote the use and development of green open spaces, parks, rivers and off-road transport routes in east Belfast through **EastSide Greenways** including Connswater Community Greenway
- Help and support children in east Belfast to develop their abilities, reach their potential and experience success, whatever their background through **EastSide Learning**
- Contribute to the regeneration of east Belfast through the strategic acquisition, development and management of sites and properties through **EastSide Property**
- Coordinate and deliver responsible, sustainable and impactful culture-led regeneration, pushing boundaries to put east Belfast on the map through **EastSide Tourism**
- Raise awareness and help alleviate the impact of poverty in inner east Belfast through the **Scaffolding Project**

How do we collect your information?

You give us your information when you buy a ticket, purchase from our online shop, sign up for one of our events, sign up to one of our mailing lists, apply for a job, or communicate with us.

Visitors to our Website

When someone visits any of our EastSide Partnership websites we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out information such as the number of visitors to the various parts of the site. This data is only processed anonymously. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. You can find more information on how cookies are used on this website in the **Cookies Policy** below (page 5 & 6).

Mailing List Sign Up

As part of the registration process for our mailing lists, we collect personal information. We use that data for a couple of reasons: to provide you with information you have asked for; to contact you if we need to obtain or provide additional information; to keep our records up to date and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other

organisations and businesses. Occasionally, we may include information in these communications from partner organisations or organisations who support us.

We use a third party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks to help us monitor and improve our newsletter. For more information, please see [MailChimp's privacy notice](#).

You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer Heather Chesney at heather@eastsidepartnership.com

If you have opted out of marketing communications, we may still get in touch with you. For example, we may email you to give you important information about the events you've booked or to tell you about any changes.

Ticketing data

We use a third party provider, Ticketsolve, for our online ticketing service. When you purchase a ticket (or tickets) your name, post code, country, email and contact telephone numbers will be stored in the Ticketsolve system. Please be assured that we do not share your personal details with any other company without your consent.

For more information, please see Ticketsolve's Privacy Policy <https://www.ticketsolve.com/privacy-policy/>

Merchandise data

We use a third party provider, Shopify, for our online merchandise purchasing service. When you purchase merchandise your name, address data, email and contact number will be stored in the Shopify system. Please be assured that we do not share your personal details with any other company without your consent.

For more information, please see Shopify's Privacy Policy <https://www.shopify.com/legal/privacy>

Social media

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms. You may also see adverts from us on social media that are tailored to your interests.

Depending on your settings and the privacy policies used by social media and messaging services like Facebook, Instagram, LinkedIn or Twitter, we may receive non-personally identifying demographic or analytical information from these services that enables us to better understand the reach and effectiveness of our advertising.

Third Parties

We may share **anonymised** personal information with other organisations, particularly our funders, who use this to understand the impact of funding provided to EastSide Partnership. These include local government departments and local government authorities e.g. Arts Council of Northern Ireland, Belfast City Council, Big Lottery Fund, Community Relations Council, Department for

Communities, Thrive, Tourism Northern Ireland, Urban Villages Initiative, The Executive Office etc

We do not sell personal details to third parties for any purpose.

How we keep your details safe and secure

Your personal data will be held and processed on EastSide Partnership's systems or systems managed by third parties on behalf of EastSide Partnership (Mailchimp, Ticketsolve, Shopify etc).

We always seek to hold your data securely. Personal information is only accessed by people who need it to do their job. Certain data, for example sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

Our basis for processing your personal information & what we use it for

We aim to be clear when we collect your data and to not do anything you wouldn't reasonably expect.

We may process your personal data because it is necessary for the performance of a contract. For example, if you make a purchase or sign up for an event.

We may process personal data because it is in our legitimate interests to do so. For example, we may use your personal information to tailor our communications to you and/or to give you an exceptional experience at our events.

EastSide Partnership also records and uses film, photographs and audio for promotional purposes on its website, social media accounts and other formats under its legitimate interests' basis for processing where it would not be necessary, appropriate or practicable to obtain your specific consent (for example, we may seek specific consent for prominent or impactful uses, but typically not for group shots, background inclusion or internal use).

We may also process your personal data (including sensitive personal data) where:

- it is necessary for medical purposes (for example, in a medical emergency)
- it is necessary to protect your or another person's vital interests
- we have your consent to do so

How long do we keep your information?

We may retain information for a period of six years after your association with us has come to an end. Some information may be retained indefinitely for historical, statistical or research purposes. As stated below, you have the right to require us to erase personal data.

Your rights

The UK Data Protection Act 2018 provides rights for individuals:

- The **right to be informed** encompasses our obligation to provide 'fair processing information', typically through a privacy notice. It emphasises the need for transparency over how we use personal data.

- The **right of access**- Individuals have the right to access their personal data and supplementary information. The right of access allows individuals to be aware of and verify the lawfulness of the processing.
- The **right to rectification**- your personal data can be rectified if it is inaccurate or incomplete
- The **right to erasure** is also known as 'the right to be forgotten'. The broad principle underpinning this right is to enable an individual to request the deletion or removal of personal data where there is no compelling reason for its continued processing for example upon the withdrawal of consent for direct marketing.
- The **right to restrict processing**- individuals have a right to 'block' or suppress processing of personal data
- The **right to data portability** allows individuals to obtain and reuse their personal data for their own purposes across different services
- The **right to object to processing** based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling); direct marketing (including profiling); and processing for purposes of scientific/historical research and statistics
- **Rights in relation to automated decision making and profiling.** The GDPR provides safeguards for individuals against the risk that a potentially damaging decision is taken without human intervention.
- The **right to withdraw consent at any time, where relevant.** We are required to make it as easy to withdraw consent as to give consent.
- The **right to lodge a complaint** with a supervisory authority. The Information Commissioner for Northern Ireland may be contacted here: Information Commissioner's Office, 3rd Floor, 14 Cromac Place, Belfast BT7 2JB. Tel: 028 9027 8757 or 0303 123 1114. Email: ni.ico.org.uk or visit the website <https://ico.org.uk/concerns/>

For more information on your rights please visit [ICO website](#).

Access to your personal information

You are entitled to view, amend, or delete the personal information that we hold. Email your request to our data protection officer Heather Chesney at heather@eastsidepartnership.com

Changes to this Privacy Policy

We keep our privacy notice under regular review. This privacy notice was last updated on 3rd May 2022.

Cookies Policy

Use of cookies

A cookie is a small text file which is placed onto your computer (or other electronic device) when you access our website. We use cookies on this website to:

- recognise you whenever you visit this website (this speeds up your access to the site as you do not have to log on each time);
- obtain information about your preferences, online movements and use of the internet;
- carry out research and statistical analysis to help improve our content, products and services and to help us better understand our visitors' requirements and interests;
- target our marketing and advertising campaigns more effectively by providing interest-based advertisements that are personalised to your interests;
- make your online experience more efficient and enjoyable;

The information we obtain from our use of cookies will not usually contain your personal data. Although we may obtain information about your computer or other electronic device such as your IP address, your browser and/or other internet log information, this will not usually identify you personally. In certain circumstances we may collect personal information about you—but only where you voluntarily provide it (e.g. by completing an online form).

In most cases we will need your consent in order to use cookies on this website. The exception is where the cookie is essential in order for us to provide you with a service you have requested.

Consent

If you visit our website when your browser is set to accept cookies, we will interpret this as an indication that you consent to our use of cookies and other similar technologies as described in our Privacy Policy. If you change your mind in the future about letting us use cookies, you can modify the settings of your browser to reject cookies or disable cookies completely.

Third-party cookies

We may from time to time work with third-party suppliers who may also set cookies on our website, for example, Google Analytics. These third-party suppliers are responsible for the cookies they set on our site. If you want further information please go to the website for the relevant third party. You will find additional information in the table below.

Description of cookies

The table below is designed to provide more information about the cookies we use and why:

Name of cookie	Owner	Purpose for the cookie
Drupal CMS (EastSide Partnership, EastSide Learning & Visit	EastSide Partnership	The content management system on this website uses sessional (temporary) cookies to store login information and handle e-commerce transactions

<p>EastSide websites)</p> <p>WordPress CMS (EastSide Arts, EastSide Greenways & George Best House websites)</p>		
<p>Google Analytics</p>	<p>Google</p>	<p>This is a web analytics service provided by Google, Inc. which uses cookies to show us how visitors found and explore our site, and how they can enhance their experience. It provides us with information about the behaviour of our visitors (eg how long they stayed on the site, the average number of pages viewed) and also tells us how many visitors we have had.</p>

How to turn off cookies

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of this website. For further information about cookies and how to disable them please go to: www.aboutcookies.org or www.allaboutcookies.org