

Privacy Policy

Key details

This privacy policy describes how the Arts Marketing Association (AMA) protects and makes use of the information you give to the company. Your information will only be used in the ways described in this privacy policy.

This policy is updated from time to time. This privacy policy was last updated on: 09/08/2019

If you have any questions about this policy, please email info@a-m-a.co.uk or write to: AMA, 201a, Citibase Cambridge, Sheraton House, Cambridge, CB3 0AX.

Introduction

The AMA gathers and uses certain information about individuals in order to provide products and services and to enable certain functions on the AMA's [website](#).

The AMA also collects information to better understand how visitors use this website and to present timely, relevant information to them.

The AMA is committed to protecting your privacy and takes its responsibilities regarding the security of your information very seriously.

When the AMA gathers data

The AMA may collect personal information from you when you use the website. This includes, but is not limited to, when you:

- Join the AMA as a member
- Contribute material or post user content to the website (including on our blogs)
- Enquire about the website, our services and/or about the AMA
- Use services offered or facilitated through the website
- Buy products or services through the website
- Log in to the AMA website or booking website
- Open emails or click on links in emails from the AMA
- Request or share information through the website
- Register for any mailing lists or events through the website
- Contact the AMA through the website, via email, or in any other way

What data the AMA gathers

This personal information may include, but is not limited to, the following:

- Your name (including your first name(s) and surname)
- Your email address
- Your postal address
- Your job title
- Other details about you that you or others provide to the AMA
- Any personal information included in user content that you provide to the website
- Demographic information, such as postcode, preferences and interests
- Website usage data
- Other information pertaining to special offers and surveys

How the AMA uses this data

The AMA uses your data for the following purposes:

- For our own internal records
- To improve the products and services provided
- To track engagement via the website
- To respond to your questions or comments
- To customise the website for you
- To send you promotional emails about products, services, offers and other things that are relevant to you (see 'Controlling information about you' below)
- To contact you via email, telephone or mail for research reasons
- To provide or administer activities relating to the AMA or services through the website
- To display any content you have provided on the website
- To process your membership and any bookings or orders you make
- To provide you with information relating to the AMA, the website, services or other information that is relevant to you (see 'Controlling information about you' below)

Once you stop being a member, we will hold your details for up to six years. This is because you will have entered into a contract for membership services, and legal cases can potentially be brought against contracts for up to six years after the contract ceases, so we need these details for our records. Once your membership ceases, you will be emailed asking to confirm your preferences if you wish to stay subscribed to newsletters. We will only contact you around annual renewal time for a period of up to two years.

If you would like the AMA to remove any of the personal information you have previously provided, please contact info@a-m-a.co.uk

Third-party data processors

The AMA has agreements with third parties (data processors) who process personal data on our behalf in accordance with our instructions or as part of our business processes, in order to provide relevant services to you. These third parties are:

- Microsoft Outlook — may process your personal data on the AMA's behalf as provider of our email services
- Rupert Blundell Associates Ltd is an approved company for the AMA's CRM suppliers (PBUKP) to share data with, in order to provide integration and services with the AMA's website
- Freshsites Limited — the host for the AMA's websites
- Google — will process your personal data on the AMA's behalf as the operator of Google Analytics and Ads, Google Optimiser and Google Search Console
- PatronBase (UK) Partners Ltd. — the AMA's CRM supplier and provider of our transactional email services and process, for example, the emailed copy of your booking confirmation. PBUKP also provides postcode lookup services on our websites
- Freshdesk (Freshworks Inc.) and Basecamp — online systems used to manage contact with the AMA's CRM supplier (PBUKP) and will occasionally be used to share data to upload to the CRM
- Xero — the AMA's financial software system, used to hold all account and payment details for transactions and invoices
- Worldpay — provider of the AMA's payment processing for online payments made via the AMA website
- MailChimp — provider of the AMA's email marketing service which holds regularly used email addresses in groups and segmented lists

- SurveyMonkey — provider of the AMA's online survey system, which will occasionally hold names and email addresses if provided by the user during a survey
- VIA (Red61) — provider of the AMA's event apps, who your data will be temporarily stored with if you have booked to attend an AMA event which is utilising an event app, such as the AMA annual conference
- Office 365 — the AMA's internal system for storing files which may occasionally hold personal information e.g. event delegate lists

In addition, any data stored with PatronBase (UK) Partners Ltd. may also be shared with these third-party suppliers and sub-processors for the following purposes:

- PatronBase Ltd. — provision of third line support and services
- Intermesh Creative Ltd. — provision of third line support and services
- Amazon.com Inc — provision of hosting

The AMA may, from time to time, buy in business-to-business emailing lists where we believe that there is a legitimate need or interest for the AMA's services within those businesses or organisations. The AMA will only purchase lists from reputable GDPR compliant suppliers who have identified specific email addresses as being the appropriate representative or contact to address within certain organisations. We deem this to represent legitimate interest in line with the ICO's guidance.

Cookies and how the AMA uses them

A cookie is a small file placed on your computer's hard drive.

Cookies also allow websites and applications to store your preferences in order to present content, options or functions that are specific to you.

Cookies enable the AMA to identify your computer as you view different pages on our website. They also enable the AMA to identify how many people use the website.

The AMA may use cookies to:

- Analyse web traffic using an analytics package, specifically Google Analytics. Aggregated usage data helps the AMA improve the website structure, design, content and functions
- Identify whether you are signed in to the website
- Recognise when you return to the website
- Show you relevant content, or provide functionality that you used previously
- Support remarketing campaigns e.g. through Google Adwords. This means you may see adverts from us on other websites after you have visited our website. We may also use other Google Analytics Advertising Features including: Google Display Network Impression Reporting, Google Analytics Demographics, and Interest Reporting. These features use data collected by Google Analytics through cookies and anonymous identifiers. They help us target and measure our online advertising. If you wish to opt out of this, you can do so by installing Google Analytics' opt-outs tool for your internet browser. Additionally we may use LinkedIn remarketing via the LinkedIn Insight Tag which creates cookies to collect metadata (such as IP address, timestamp, page events (like page views), and LinkedIn demographic information if there is an active LinkedIn.com member cookie present. Collected data is encrypted and held by LinkedIn.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Internet browsers normally accept cookies by default. However, it is possible to set an internet browser to reject cookies.

Cookies currently used on the AMA website

Cookie name	What is it used for?
PBID	Member PatronBase ID
PBIDexp	Membership expiry date
PBmember	Is member - true or false
Cookiecontent-dismissed	Agree to use of cookies
Voted_1	Records vote on the homepage poll
Wordpress_logged_in, Wordpress_sec_x2	Logs user into the website for 2 weeks
_ga, _gcl_a, _gid	Google analytics
_hjid	Hotjar website analysis
Mf_user, mf_x	Mouseflow analytics

In order to use the AMA website, you'll need to consent to the AMA's use of cookies. To learn more about cookies and how they are used, visit [All About Cookies](#).

Controlling information about you

When you first provide your details on the website, you will see one or more tick boxes allowing you to select the following options:

- I would like to receive information about future AMA events:
 - By email
 - By phone
 - By post
 - I would like to receive information about AMA membership.:
 - By email
 - By post
 - By phone
- I would like to receive content via email from the AMA on behalf of sponsors and partners:
 - By email
 - By post
 - By phone
- Please select which AMA newsletters or emails you'd like to sign up to:
 - News Bulletins
 - Jobs Bulletins

If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:

- Signing into the AMA website and changing your mailing preferences (AMA member)
- Signing into the AMA booking website (hosted by PatronBase (UK) Partners Ltd.), clicking on 'your details' and editing your privacy options (members and non-members who have previously made a booking with the AMA through this website)
- Contacting the AMA for a direct link to change your opt-in settings via the AMA website (non-member)
- Sending an email to info@a-m-a.co.uk

We will never lease, distribute or sell your personal information to third parties for purposes not outlined in this policy. Any personal information we hold about you is stored and processed under the General Data Protection Regulation (GDPR).

Security

The AMA will always hold your information securely.

To prevent unauthorised disclosure or access to your information, the AMA has implemented strong physical and electronic security safeguards.

Communications in connection with the website and its content may be sent to you by the AMA by email. For ease of use and compatibility, communications will not be sent to you in an encrypted form. Email is not a fully secure means of communication.

Whilst the AMA aim to keep our systems and communications protected against viruses and other harmful effects we cannot guarantee this.

We also follow stringent procedures to ensure we work with all personal data in line with the General Data Protection Regulation (GDPR).

Links from the AMA website

The AMA website may contain links to other websites.

Please note that the AMA only control www.a-m-a.co.uk and www.culturehive.co.uk and have no control of websites outside of these domains. If you provide information to a website to which we link, we are not responsible for its protection and privacy. Always be wary when submitting data to external websites, read the data protection and privacy policies fully.

The AMA does not guarantee that the website will be uninterrupted or error free, or that the website or your use of it will be free of viruses or harmful material.

You are responsible for ensuring that your computer is suitable to use the external website.

In circumstances where you suffer loss or damage arising out of or in connection with the use of the external website, we accept no liability.