

THE ARTS SOCIETY ROYAL LEAMINGTON SPA

DATA MANAGEMENT POLICY

INTRODUCTION

The Arts Society Royal Leamington Spa (hereafter referred to as "The Society") collects, stores and processes personal data about its members. This Policy sets out the basis on which any data collected from members, or which members provide to The Society, is stored and processed.

The Society applies the following data management principles:

- we only collect information that we need for the specific purposes of maintaining a list of our members, processing their subscriptions, recording their attendance at meetings, informing members about our events and activities, and contacting members where necessary regarding any of the above
- we keep all membership data secure at all times
- we ensure, as far as is feasible, that the data we hold is relevant and up to date
- we only hold as much data as we need, and only for as long as we need it
- we allow the subject of the information to see, on request, the data we hold about them
- we abide by all relevant legislation relating to holding or processing data

The Society is a membership organisation; therefore we do not need to register with the Information Commissioner's Office (ICO) nor do we need to appoint someone formally as a Data Protection Officer. However, we do have a Committee member who is charged with managing The Society's data, which includes keeping up to date with changes to data management best practice over time.

PERSONAL DATA

Personal data is defined as "any information that enables a living person to be identified", for example their name, mobile number, email address, postal address.

We collect personal data from all our members each year by asking them to complete a membership application or renewal form, as appropriate. These are paper forms. The data collected is as follows:

- member's full name
- postal address
- telephone number
- email address (optional)

We also optionally collect Gift Aid information where the member is eligible.

We make clear on the forms that we are collecting the data from our members only for the purpose of running The Society efficiently and effectively.

Therefore, the data that we collect is subject to active consent by the member completing the form.

DATA SECURITY

All paper membership forms are stored securely by the Membership Secretary and are retained only for the duration of the current membership year. They are then destroyed.

Membership data is transferred to, and stored on, a laptop computer owned by The Society, which is password protected at each login. The password is stored securely and is changed regularly. The password is known only by the Membership Secretary, Membership administrators and the IT co-ordinator. It is also provided, when necessary, to the third party IT supplier who originally developed, and now maintains, the membership database software.

A printed copy of the membership list will be produced for reference by those Committee members who consider that they need it, for example to organise and run events effectively. Such copies will be kept secure by the Committee member at all times.

ACCESS TO DATA BY MEMBERS

Any member can request to see what data we hold about them at any time, and we will aim to provide this information as soon as possible.

A member may request and ensure that any information we hold about them is deleted or removed once they are no longer a member of The Society.

DATA CURRENCY

We ask members to complete a membership renewal form each year. We ask members to inform us whenever their personal data changes so that we can keep this data up to date. We ask members to inform us if their eligibility for Gift Aid changes.

DATA ARCHIVING AND RETENTION

We retain personal data only as long as is necessary, while an individual remains a member of The Society. When a member leaves The Society, or does not renew their subscription, we delete their personal data from our records.

Information relating to Gift Aid will be retained by the Treasurer for six years, as required by HMRC.

We take and retain backup copies of our computer membership data regularly so that data can be recovered in the event of failure of the computer software or hardware. This data is retained only as long as is necessary for this specific purpose. Access to these backup copies is password protected.

WEBSITE

The Society maintains a website for the purpose of informing members and prospective members about our events and activities.

The website uses Google Analytics to collect statistical data about the number of visitors to the site and which pages are viewed. No data is collected in this way that can personally identify any individual.

The website does not use any online forms to collect data.

EMAIL CAMPAIGNS

The Society regularly emails information about our events and general membership activities to those members who provided us with an email address on their membership application or renewal form. It is made clear on these forms that, by providing The Society with an email address, a member will expect The Society periodically to send them emails. We hope that these emails are interesting and informative. However, members can unsubscribe from receiving these emails at any time, either directly online after receiving an email or by informing the Membership Secretary of

their wishes. If a member indicates that they no longer wish to receive emails from The Society, we delete their email address from our records.

Email campaigns are sent using MailChimp, which is internet based software operated by The Rocket Science Group LLC, a company headquartered in the State of Georgia in the United States.

Access to MailChimp is controlled by password. This is changed regularly and is known only by the IT Co-ordinator. Personal data (only email addresses) is transferred to MailChimp from the Membership database. A documented process ensures that the personal email address data in these two systems is synchronised. Data is held securely by MailChimp in accordance with their own Privacy Policy.

MailChimp may use various technologies to collect and store information when a member interacts with an email campaign that The Society sends out. This may include using cookies and similar tracking technologies. When a member receives and engages with a campaign, MailChimp tracks certain behaviours such as whether the email sent was delivered and opened and whether links within the email were clicked. The Society can then use this information to measure the performance of email campaigns and provide analytical information to improve communication with members.

USE OF DATA BY THIRD PARTIES

Members' details will be passed to The Arts Society to enable inclusion on the mailing of the quarterly magazine and other communications including information about any upcoming national events or items of legitimate interest.

Members' details may be passed to The Arts Society West Midlands Area, or other affiliated societies, for the purposes of disseminating relevant information of legitimate interest.

We do not, and never will, sell or transfer our membership data to any other third party for any purpose.

MONITORING

All Committee members of The Society must observe this Policy. The Committee has overall responsibility for this Policy. They will monitor it regularly to make sure it is still relevant and is being adhered to.