

# Data Handling Policy 2025

Vivid Roots Collective

May 2025



## Company Statement

Vivid Roots Collective understands that everyone has the right to control the use of their personal information, and to ensure their privacy is protected.

We aim to exercise transparency and clarity about what information we collect and how we use this, so that those who engage with our work and services can make informed decisions about the information that they provide.

We collect personal data to allow us to do our work well, which includes reporting to funders on key demographic information, understanding and reporting on our audience reach and impact, to market and share events and opportunities, and for recruitment.

We don't share your data with any third parties, we don't use your data for any purposes other than those for which you have provided it.

This policy's purpose is to:

1. Be clear and specific about what data we collect, and why.
2. Signpost to the data policies of services that we use.

This policy has been adapted from the Open Rights Group Privacy and cookie policy available under a Creative Commons License via RadHR < <https://radhr.org/policy/privacy-and-cookie-policy/>>

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## Data Controller

Vivid Roots Collective acts as the data controller for data processing in accordance with this policy

We are a charity and a company limited by guarantee.

Company number SC763559

Charity Number: SC053084

Registered address: 33 MacDonald Drive, Forres, IV36 1NG

Email: [contact.vividroots@gmail.com](mailto:contact.vividroots@gmail.com)

Website: [www.vividrootscollective.co.uk](http://www.vividrootscollective.co.uk)

If you have any questions about this Policy, our data processing practices, or your rights, you can contact us using the details above.

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## Processing Your Data

Set out below is an explanation of the ways we collect and use, or "process" your data and the legal basis for this in accordance with UK General Data Protection Regulation (GDPR). In some cases, we use third parties to process your data on our behalf, which is covered in the next section.

**If you contact us by phone, email or in writing:** If you exchange emails, telephone conversations or other electronic communications with our team, our systems may record details of those conversations, sometimes including their content. When you contact us, we may keep a record of the communication we have with you, and we will notify you of this during the correspondence. The legal basis for this processing is our legitimate interests in operating, managing and developing our organisation and our work.

**Work-related contacts:** In the course of our work, we collect information such as the names, contact details and work-related information about individuals and organisations we work with and who contact us, including artists and arts administrators. We keep this information in order to invite you to collaborate on projects, or to see our work.

This includes the details of those whose professional interests align closely with our own and individuals who participate directly in our activities. We also keep the details of other professional contacts if you have consented to hearing from us for this purpose.

We collect this information through business cards, personal contact, or occasionally recommendations from partners. The legal basis for this processing is our legitimate interests in operating, managing and developing our organisation and our work.

**Recruitment and employment:** We collect personal data which allows us to sustain contact with you, and which helps us to make decisions when recruiting, we also keep personal data of those working with us for legal and practical reasons. The legal basis for this processing is your consent, and our legal obligation as an employer / contract holder.

**If you respond to a survey from us (inc. feedback):** From time to time we engage in research to measure our social impact, and to advocate for the changing and varied needs of our beneficiaries. We also ask for feedback for all of our activities from artists and audiences. We conduct these surveys on the legal basis of your consent, and provide a full information notice which will describe the terms of your consent for us to process your data. As a general rule, we anonymise answers so that they cannot be linked back to individual respondents in reporting.

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## Your Data & Third Parties

We work with third party service providers who perform certain data processing tasks on our behalf. We will never sell, rent or trade your personal data, and any further data processing that we undertake is done internally (only contracted team members and their devices).

### Cookies and tracking

We use Wordpress.com to host our website, which collects some information about visitors to our pages via cookies. You can opt out of the use of these tracking pixels via your browser settings. Each browser is different, so check the Help or Settings menu of your particular browser to learn how to change your cookie preferences. We collect this information on the basis of our legitimate interests in maintaining our website.

See Wordpress.com's Privacy Policy: <<https://en-gb.wordpress.org/about/privacy/>>

### Google

We use Google to host our email, forms, and internal processes. When you email us, or fill our forms, Google collects some personal data to allow you to do this. We may use this data as described in the previous section.

See Google's Privacy Policy: <<https://policies.google.com/privacy>>

### Events

We use Humanitix to host event booking and payments, Humanitix is required to collect your personal data to process payments and to issue your event confirmation, and we will sometimes ask extra questions at point of sale for our reporting purposes. The legal basis for this processing is our legitimate interests in operating, managing and developing our organisation and our work.

See Humanitix's Privacy Policy: <[https://static.humanitix.com/pdfs/privacy\\_and\\_cookie\\_policy.pdf](https://static.humanitix.com/pdfs/privacy_and_cookie_policy.pdf)>

## **Mailing Lists**

We use Mailchimp to process data on our behalf for marketing, and sharing opportunities relevant to the scope of our organisation. We do this on the basis of your consent and legitimate interest in meeting the needs of our beneficiaries. You are able to opt out of our emails at any time, and contacts are only added to Mailchimp via their own submission of a form on our website, or via explicit written consent via email or feedback form.

See Mailchimp's relevant policies: <<https://mailchimp.com/legal/>>

## **Donations**

We use JustGiving to collect donations for our work. JustGiving is required to collect your personal data to process payments. As a free account holder, JustGiving doesn't process data of our donors, so we only see the information you opt to show us (usually just your name) on the basis of your consent.

## **Social Media**

We use social media and social networking to increase the reach and impact of our work. Our social media pages are managed internally by our team. Where we work with a third party to manage our social platforms, they will not be permitted to use your personal data for any other reason than reporting back to us. Personal data processed by social media platforms is subject to the terms and conditions of those platforms, which may act as controllers of that data. Individuals who engage with our social media accounts should check the terms of the relevant platforms, which are subject to regular change, to understand how their data may be used.

Twitter's Privacy Policy <<https://twitter.com/privacy>>

Facebook's Data Policy <<https://www.facebook.com/policy.php>>

Instagram's Privacy Policy <<https://help.instagram.com/402411646841720>>

LinkedIn's Privacy Policy <<https://www.linkedin.com/legal/privacy-policy>>

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## **Jurisdiction**

We are based in United Kingdom and the data we collect is process and stored within the UK in accordance with the UK GDPR.

## **Retention and deletion of your information**

We keep your data as long as is necessary in connection with the purpose it is collected for. We do not keep data longer than required in connection with that purpose. We will delete the information we hold about you as soon as we no longer need it or, where actionable, at your request (see "Your rights" section below). For further specific information about our retention policies, please contact us on the details at the top of this document.

## **The security of your information**

We take the security of your information very seriously. We employ physical, electronic and organisational security measures to protect the information that we collect about you from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage.

Although we do our best to protect personal data, information transmitted over the internet remains vulnerable to unauthorised access – for this reason the transmission of any personal data to our websites or via email to us is therefore at the data subjects' own risk.

## **Your rights**

Individuals whose personal data is processed by us have the following rights:

- The right to be informed as to whether we hold data about the individual;
- The right of access to that information;
- The right to have inaccurate data corrected;

- The right to have their data deleted;
- The right to opt out of particular data processing operations;
- The right to receive their data in a form that makes it “portable”;
- The right to object to data processing;
- The right to receive an explanation about any automated decision-making and/or profiling and to challenge those decisions where appropriate.

You can update your preferences or unsubscribe from our mailing list at any time by clicking on the links in the newsletter, or by contacting us using the details at the top of this document.

You can also contact us to opt-out of or withdraw your consent to data processing we undertake, however in some cases we may need to retain data where it is kept in compliance with a legal obligation (e.g. contact information for team members).

You also have the right to bring concerns to your national data protection regulator if you feel that your personal data has been unlawfully processed. For example, data subjects covered by EU law may also be entitled to lodge complaints in regard to data processing or the handling of subject access requests with data protection supervisory authority in their country of residence.

Relevant supervisory authority names and contact details are listed here <[http://ec.europa.eu/newsroom/article29/item-detail.cfm?item\\_id=612080](http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080)>. The Data Protection Authority in the United Kingdom is the Information Commissioner's Office (ICO). If you need any further information about your rights or want to lodge a concern or complaint, you may contact the ICO here <<https://ico.org.uk/make-a-complaint/>> .

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## Review

We keep this Privacy Policy under regular review and will place any updates on our website. This Privacy Policy was last updated on 06 May 2025.