

Observatory House +44 (0)131 556 1264  
c/o Collective bookings@observatory-house.art  
City Observatory observatory-house.art  
38 Calton Hill  
Edinburgh  
EH7 5AA

COLLECTIVE

### **Privacy Policy**

Your privacy and the safeguarding of your data is very important to us. This policy explains who we are, the information we collect about you, and how you can opt out of our communications.

### **Who We Are**

Observatory House is managed by the Artists' Collective Gallery Trading Company, which in turn is the commercial arm of Collective, a Non Profit-Making Organisation with Charitable Status, Scottish Charity Number SC009405.

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### **The Data We Store**

Collective stores consensually-provided contact data for the sole purposes of marketing and market research relating to Observatory House, primarily in the form of email communications and occasionally by post or telephone. These communications will always be relevant to Observatory House and for the sole purpose of consensually marketing the House.

Data stored by Collective includes:

- Email addresses
- Postal addresses
- Contact telephone numbers
- Specific transactional information, e.g. bookings/purchases, date of sign-up to email marketing list, click-throughs from e-newsletters
- Cookies

Collective uses a number of third-party providers in the course of marketing and fundraising, including:

- Lodgify (online accommodation platform)
- Third-party accommodation marketing platforms (e.g. Airbnb, Booking.com etc)
- Shopify (online retail platform)
- Constant Contact (email marketing platform)
- Social media platforms (Facebook, Instagram, Twitter)

Wherever Collective uses a third-party provider to process data we undertake to ensure the provider has its own security and privacy measures in place and is fully compliant with data protection legislation.

We do not disclose personal data to any third parties or external organisations, other than data processors carrying out work on our behalf.

Collective recommends that you read third party providers' own privacy policies so you can understand the manner in which your personal information will be handled. In particular, remember that certain providers may be located in or have facilities that are located in a different jurisdiction than either you or us.

### **This Website**

This website does not automatically capture or store personal information, other than logging the user's IP address and session info such as the duration of the visit and the type of browser used. This is recognised by our web server and is only used for system administration and to provide statistics which Collective uses to evaluate use of the site.

### **Cookies**

Cookies are files that store information on your hard drive or browser which means our web server can recognise that you have visited our website before. Cookies store your preferences and can make using our website easier. If you prefer not to receive cookies, you can adjust your browser to refuse cookies or to warn you of when cookies are being used. Disabling cookies may affect your experience of using this website.

### **Analytics**

We collect anonymous statistics about how our website is being used in order to understand how people use our online services so we can improve them and make them more relevant to our users. We use Google Analytics to do this. For further information on the way Google Analytics uses cookies, [click here](#) Our commitment to your privacy Collective is committed to protecting the rights and freedoms of contacts with respect to the processing of their personal data, and to collecting and storing this data in line with the requirements of the Data Protection Act 1998 (DPA) and General Data Protection Regulations (2018). This commitment extends to include the Collective Trading Company, a wholly owned subsidiary.

Collective will only collect personal data which is directly necessary and appropriate for the fulfilment of the organisation's needs. 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

Collective will retain personal information only for as long as it is necessary for the fulfilment of our legitimate purposes and for no longer than it is required, at which point it will be securely destroyed.

### **Opting Out**

You can opt out of any/all of our communications at any point simply by contacting [bookings@observatory-house.art](mailto:bookings@observatory-house.art)

## **Requests for Access to Personal Data**

Requests from an individual regarding their personal data (known as a subject access request) should be made in writing (including by electronic means) to:

The Data Protection Officer  
Collective  
City Observatory  
38 Calton Hill  
Edinburgh  
EH7 5AA

[bookings@observatory-house.art](mailto:bookings@observatory-house.art)

## **Disclaimer**

Whilst Collective make every effort to ensure that the information contained on

this website is accurate, we cannot be held responsible should any information prove to be incorrect.

## **Copyright**

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