

Cinegi Arts&Film – Promoter personal data privacy

This document provides details of how the personal data you have supplied as a promoter will be used in this project. It covers The Audience Agency use of your details for research purposes only. The data you provide to the Cinegi Arts&Film organisation is covered under a separate agreement with that organisation.

How we will use your personal data?

We are collecting your information for **research purposes only**. You will **not be contacted for any purpose other than research**.

We will use your personal details to contact you and request that you take part in research that we are conducting for the Cinegi Arts&Film action research project. We may contact you by email and in some cases by telephone (see later).

We will hold your personal details on our secure servers so that we have a record of who we have contacted and who we may contact in future.

At analysis stage feedback that you give will be anonymised so that your personal details are not linked to any answers that you give.

Who will have access to the data?

The Audience Agency (charity supplying research to cultural organisations) has been commissioned by Cinegi Arts&Film to conduct research and analysis as part of the Arts Council England action research project. The Audience Agency will have access to your personal data. The Audience Agency will initially contact you by email. Most research will be conducted by online survey but in some cases we may ask your permission to contact you by telephone. If you agree to be contacted in this way, then you may be contacted by us or our partner Nesta.

How will you ensure my privacy?

The Audience Agency adheres to a strict transfer, analysis, storage and deletion policy. Further details are provided below.

The Audience Agency data policy

Project purpose – To evaluate the impact of Cinegi Arts&Film screenings.

Data collected – Contact details, platform data, primary research feedback.

Limitations of analysis:

- Data will only be used for the purpose outlined above.
- Data will be used for research purposes only.
- Personal data will not be shared with any other organisation.

- Outputs from this project will not be or published in a format that identifies individual transaction or customer level details.

Data protection and security:

The Audience Agency comply with their obligations under the Data Protection Act 1998, and the Privacy and Electronic Communications Regulations (2003). All data is stored on EU-based servers. The Audience Agency is registered with the Information Commissioner's Office with registration ZA009719.

We ensure that raw data is:

- Sent/ received securely (e.g. through mailbigfile password protected and encrypted).
- Securely stored.
- Fairly and lawfully processed with relevant permissions.
- Processed for limited purposes.
- Not kept longer than necessary.
- Processed in accordance with the individual's rights.
- Not transferred to countries outside the European Economic area unless the country to which the data is to be transferred has adequate protection for the individuals.
- Deleted at the end of the project using specialist software (see further detail below).

Deletion of data:

TAA shall delete all copies of the personal data at the conclusion of the project. Additional raw and anonymised data will also be deleted at the conclusion of the project unless agreed otherwise with Cinegi Arts&Film. Data is deleted using file shredding software.

Finding out more

If you have any further questions about this project or how we use your data please contact The Audience Agency on research@theaudienceagency.org Alternatively you can call us on 0207 407 4625.