

Arts Council of Wales

# Privacy Policy

May 2012





Arts Council of Wales is committed to making information available in large print, braille, audio and British Sign Language and will endeavor to provide information in languages other than Welsh or English on request.

Arts Council of Wales operates an equal opportunities policy.

# Arts Council of Wales Privacy Policy

## Privacy Policy Statement

This policy establishes how the Arts Council of Wales handles the information we learn about you when you visit our site and it is endorsed by the Chief Executive and Senior Management Team. This policy was first issued in April 2005, and this revision was conducted in May 2012.

Protecting the privacy and personal data of our visitors is of the utmost importance to us. Protecting your privacy and your personal data is an important aspect of the way we create, organise and implement our activities on-line and off-line.

The specific practices outlined in this privacy statement apply to the Arts Council of Wales website as well as Wales Arts International and Night Out.

## Information about our Organisation

The Arts Council of Wales is responsible for funding and developing the arts in Wales. It became accountable to the National Assembly for Wales on 24 November 1999 when responsibility was transferred from the Secretary of State for Wales. The Welsh Government provides Arts Council of Wales with money to fund the arts in Wales and, as a Welsh Government Sponsored Body (WGSB), Arts Council of Wales is responsible to the Welsh Government for the way in which this money is spent.

Arts Council of Wales is also the distributor of Lottery money for the arts in Wales. The Department of Culture, Media and Sport (DCMS) based in London allocate national Lottery funds to Arts Council of Wales.

Arts Council of Wales works with many partners in carrying out its national responsibility for developing and funding the arts in Wales and advising the Welsh Government on issues associated with the arts. In achieving its aims for the arts in Wales, Arts Council of Wales is indebted to its partners in the professional, community and voluntary arts, local authorities and other sectors for their vital co-operation and contributions.

Arts Council of Wales's aims and objectives are set out in its Charter.

Arts Council of Wales is managed by its Council, which meets regularly each year. The Welsh Government appoints council members.

The Senior Management Team oversees the day-to-day running of the Arts Council of Wales.

Arts Council of Wales staff are based in offices in Cardiff, Colwyn Bay and Carmarthen.

Bute Place  
Cardiff  
CF10 2AL

36 Prince's Drive  
Colwyn Bay  
LL29 8LA

6 Gardd Llydaw  
Jackson's Lane  
Carmarthen  
SA31 1QD

Tel: 0845 8734 900  
Fax: 029 2044 1400

Tel: 01492 533 440  
Fax: 01492 533 677

Tel: 01267 234 248  
Fax: 01267 233 084

## Data Collection and Purpose Specification

In general you can browse the Arts Council of Wales Web site without disclosing any personal information about yourself.

Our website enables you to post information to be accessed by others, subject to our approval. When you do so, other visitors may collect the data you have submitted.

We do not automatically log personal data nor do we link information automatically logged by other means with personal data about specific individuals.

We use cookies to store personal data nor do we link non-personal information stored in cookies with personal data about specific individuals.

We collect the personal data that you may volunteer while using our services.

We do not collect information about our visitors from other sources, such as public records or bodies, or private organisations.

We may collect and use personal data for the additional purpose of populating mailing lists. If we wish to use your personal data for a new purpose, we offer you the means to consent to this new purpose by indicating in a box at the point on the site where personal data is collected.

## Cookies

As described above, we sometimes collect anonymous information from visits to our site to help us provide a better service. For example, we may keep track of the domains from which people visit and we may also measure visitor activity on the Arts Council of Wales website, but we do so in ways that keep the information anonymous. We use the information that we collect to measure the number of visitors to the different areas of our site, and to help us make our site more useful to visitors. This includes analysing these logs periodically to measure the traffic through our servers, the number of pages visited and the

level of demand for pages and topics of interest. The logs may be preserved indefinitely and used at any time and in any way to prevent security breaches and to ensure the integrity of the data on our servers.

We collect this anonymous information through the use of various technologies, one of which is called "cookies". A cookie is an element of data that a Web site can send to your browser, which may then be stored on your hard drive.

The Arts Council of Wales websites use 7 cookies to facilitate user experience and anonymous visitor metrics:

5 third party cookies are set by Google Analytics (GA) – We use GA to gather anonymous information about website visitors to help us make our website experience better. We also use GA in conjunction with site search data to identify how often content is searched for and accessed. Allowing us to improve existing content and identify where new content is required.

We do not use this information to target advertisements or pass any data to third parties. The site will function without GA cookies. To disable the GA cookies in your browser please follow [this link](#).

| Name  | About   | Use   | Expires  |
|-------|---|---|--|
| _utma | This is written the first time visitor visits the site. Updated with each visit.  | Helps identify the unique visitors.   | 2 years from last update                         |
| _utmb | Session cookie that is update with each page view or event.   | This cookie is used to establish and continue a user session with your site                                     | 30 mins after the last update/visitor inactivity |
| _utmz | This cookie stores the type of referral used by the visitor to reach the site. The cookie is updated with each page view. | It is used to calculate traffic drivers e.g. search engine traffic, ad campaigns and navigation within the site | 6 months from set/update                         |
| _utmv | This cookie stores the custom variable information that you set in your code.   | It is used to set and pass custom variable information to Google Analytics server.                              | 2 years from set/update                          |

|       |   |   |                         |
|-------|---|---|-------------------------|
| _utmz | This is a Google Website Optimizer (GWO) cookie and won't show up if the site is not using GWO. | The cookie stores the variation a particular visitor is assigned to for each experiment, so that the visitor continues to see same variation in each his/her visit. | 2 years from set/update |
|-------|---|---|-------------------------|

1 first party cookie is set by ACW websites to handle preferred language selection and any form reloads. This also helps us display friendly URL's to make site links easier to communicate. This first party cookie is not considered an opt-in cookie.

1 is set by our online application process. This is not a permanent cookie and is deleted after each session. Although our website will function without this cookie our online application process requires it to function.

Please visit - <http://www.aboutcookies.org/> to find out more about managing cookies.

### Visitor's Choice

Registering on our site is optional. If you choose not to register or provide personal information, you can still use the Arts Council of Wales website.

### Confidentiality / Security

We intend to protect the quality and integrity of your personal information. Arts Council of Wales has implemented technologies and security policies to protect the stored personal data of our users from unauthorised access, improper use, alteration, unlawful or accidental destruction and accidental loss. We will continue to enhance our security procedures as new technology becomes available.

Arts Council of Wales employees and processors who have access to personal data are obliged to respect the privacy of our visitors and the confidentiality of their personal data.

We ensure that your personal data will not be disclosed to third party institutions and authorities except if required by law or other regulation.

## Privacy Compliance

Our Privacy Policy is compliant with the following legislation:

- Data Protection Act 1998 and 2005
- Freedom of Information Act 2000
- Public Records Act 1958 and 1967

## Access to your Personal Data

You can ask us whether we are keeping personal data about you, and you can also request a copy of that personal data. Before sending you any personal data, we will ask you to provide proof of your identity. If you are not able to provide proof of your identity, we reserve the right to refuse to send you the personal data.

We will make every effort to respond in a timely manner to your requests or to correct inaccuracies in your personal information. At any time, you may request that we delete or correct your personal information in our records. For such requests, please refer to the contact details under Privacy Support

## Privacy Support

If you have any enquiries about our privacy statement or are requesting access to you personal data please contact:

**Manager for Planning, Performance and Compliance**  
**Arts Council of Wales**  
**Bute Place**  
**Caerdydd**  
**CF10 5AL**

[info@artswales.org.uk](mailto:info@artswales.org.uk)