

Privacy Policy

This policy applies to information held about clients and prospective clients, suppliers and prospective suppliers, artists, contacts and all other persons about whom Everard Read London holds information. By 'information,' we mean personal information about you that we collect, process, use, share and store.

In this policy, "we," "us," and "our" means Everard Read London, a company registered in England and Wales, and "you" means the individual to whom the information relates. We are the controller responsible for your personal data.

What we collect

- your name;
- your contact information such as your address, email address and telephone number;
- when browsing our site or reading our newsletters, your IP address, your browser type, location and language;
- information related to your attendance of, and interest in, Everard Read London events and art fairs;
- information about you that you give us in person at our events and art fairs, by filling in forms on our site www.everardlondon.com (e.g. the "contact us" section or signing up to our mailing list) or by corresponding with us by phone, e-mail or otherwise;
- your preferences in receiving marketing from us and from third parties and your communication preferences; and
- information in relation to your purchase of our artwork or use of our services.
- We may also collect, use and share aggregated data, such as statistical or demographic data which is not personal data as it does not directly (or indirectly) reveal your identity. For example, we may aggregate individuals' usage data to calculate the percentage of users accessing a specific site feature in order to analyse general trends in how users are interacting with our site to help improve the website and our service offering.

How we collect information about you

- collecting information you give to us when you purchase an artwork or related services from us, or visit us at an art fair;
- collecting information you give us when you subscribe to our newsletter]

What we do with the information we gather

We use your information to:

- provide information about our artwork and services to you;
- keep you informed about artwork, artists and upcoming events
- carry out our obligations arising from any agreements entered into between you and us, including fulfilment of any sales or purchase agreement;
- communicate with you;
- administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- keep our site safe and secure;
- comply with legal and regulatory obligations; and
- for security and to check your identity.

Legal basis for processing

Our processing of your personal information is necessary:

- for the performance of contracts to which you will be a party to and in order to take steps at your request prior to you entering into those contracts;
- for the purposes of legitimate interests pursued by us; or
- in order to comply with a legal obligation to which we are subject.

In relation to any processing of special categories of personal data, we will generally rely on obtaining specific consent from you at the time unless there is otherwise a legal requirement for us to process such information.

Legitimate interests

Where our processing is based on the legitimate interest grounds described above, those legitimate interests are: (i) collecting personal information to provide you with a smooth and efficient client experience; (ii) to make sure you receive updated information on Everard Read's business activities; (iii) to provide the services you have requested; and (iv) [for our own marketing and research].

Consent

We rely on consent only where we have obtained your active agreement to use your personal data for a specified purpose, for example if you subscribe to an email newsletter.

Sharing your information

Except as expressly set out in this policy we will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

The personal information you provide to us may be shared with third party companies, agents, contractors, service providers or affiliated companies if this is necessary to provide you with our artwork or services, respond to your inquiries or for any of the purposes described in this policy.

We may also share your personal information with:

- law enforcement agencies, other governmental agencies or third parties if we are required by law to do so; and
- other business entities should we plan to merge with or be acquired by that business entity, or if we undergo a re-organisation with that entity.

Transferring your Information outside the UK

Your personal information may be transferred to, and stored at, a destination outside the United Kingdom ("UK") and may also be processed by staff operating outside the UK who work for us, or for one of our service providers.

When we, or our permitted third parties, transfer your information outside the UK, we or they will impose obligations on the recipients of that data to protect your information to the standard required in the UK or otherwise require the recipient to subscribe to international frameworks intended to enable secure data sharing. In the case of transfers by us, we may also transfer your information where: (i) the transfer is to a country deemed to provide adequate protection of your information by the UK government; or (ii) where you have consented to the transfer.

Your Rights

At any time, you have the right:

- to request access to or a copy of any personal data which we hold about you;
- to rectification of your personal data, if you consider that the information we are holding is inaccurate;
- to ask us to delete your personal data, if you consider that we do not have the right to hold it;

- to withdraw consent to our processing of your personal data (to the extent such processing is based on previously obtained consent);
- to ask us to stop or start sending you marketing messages as described below in the marketing section;
- to restrict processing of your personal data;
- to data portability (moving some of your personal data elsewhere) in certain circumstances;
- to object to your personal data being processed in certain circumstances; and
- not to be subject to a decision based on automated processing and to have safeguards put in place if you are being profiled based on your personal data.

Any request from you for access to or a copy of your personal data must be in writing, and we will endeavour to respond within a reasonable period and in any event within one month in compliance with data protection legislation. We will comply with our legal obligations as regards your rights as a data subject. We may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We aim to ensure that the information we hold about you is accurate at all times. To assist us in ensuring that your information is up to date, do let us know if any of your personal details change at the following email address: info@everardlondon.com

Marketing

Where you are one of our clients or have otherwise agreed to be contacted for marketing, we may use your personal information to send you information about Everard Read London events, art fairs and works of art. You can unsubscribe from receiving them at any time by clicking the "Unsubscribe" option which will be included on each electronic newsletter we send you.

You also have the option of "unsubscribing" from our mailing list at any time thereby disabling any further such e-mail or other communication from being sent to you by emailing info@everardlondon.com

We will action any opt out request from you without delay.

How long will we keep Your information?

We will only keep the information we collect about you for as long as required for the purposes set out above or as required to comply with any legal obligations to which we are subject. This will involve us periodically reviewing our files to check that information is accurate, up-to-date and still required.

Where we are permitted to send you direct marketing communications, we may retain your contact information necessary for this purpose, for as long as you do not unsubscribe from receiving the same from us. If you opt out from marketing, we will retain your information to enable us to respect your wishes to not be contacted for marketing purposes.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. We have also put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Links to Other Sites

Our website may contain links to other sites, including via our social media buttons. While we try to link only to websites that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other websites and a link does not constitute an endorsement of that website. Once you link to another website from our website you are subject to the terms and conditions of that website, including, but not limited to, its internet privacy policy and practices. Please check these policies before you submit any data to these websites.

Complaints

Questions, comments, requests and complaints regarding this policy and any data protection matters should be submitted to us using any of the following options:

- by email to: info@everardlondon.com
- by post to: Everard Read London, 80 Fulham Road, London, SW3 6HR
- by telephone at: +44 (0)20 7590 9991

In your complaint, please tell us:

- your name, address, telephone number and e-mail address;
- how you have interacted with us (for example, whether you are a client, have received marketing communications from us, have visited our gallery, etc);
- a clear description of your complaint, including what happened, when, who was involved, and why you believe that your personal data was not handled correctly;
- what outcome are you seeking and what you would like us to do to resolve your complaint; and

include any supporting evidence, such as screenshots, e-mails, other document printouts that support your complaint, and documents confirming your identity. Where you complain on behalf of someone else, we will need you to provide us with evidence to show that you are duly authorised to act on their behalf.

We want to ensure any complaints are dealt with efficiently and quickly. We use this opportunity to rectify any mistakes that have been made to improve our quality of work. We will therefore:

- acknowledge receipt of your complaint within 30 days of receiving it;
- without undue delay, take appropriate steps to respond to your complaint, including by making appropriate enquiries, and will keep you informed;
- without undue delay, tell you the outcome of your complaint and what action we are taking; and
- if you are unhappy with our decision, tell you how you can ask us to review our decision about your complaint.

If you have any concerns about how we handle your personal information, you are encouraged to raise your complaint with us first, but you also have the right to make a complaint to the Information Commissioner's Office (ICO), which regulates and supervises the use of personal data in the UK. You can find further information about the ICO, including how to contact them and how to make a complaint, at: <https://ico.org.uk>.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site.

We may use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Changes to this policy

Any changes we make to our policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check our website to see any updates or changes to our policy.