

PRIVACY POLICY

Effective: 1 May 2018

Exhibit A London (“we”) collects and processes personal data of its customers and users of Exhibit A’s websites (collectively, the “Users”). Exhibit A London provides a space for artists to exhibit their artwork and for customers to purchase and discover art. This Privacy Policy applies to our customer and marketing registers, i.e. to personal data we obtain from Users through our website and other physical access points (i.e. exhibitions and special events). Personal data is collected for example when a User fills in an e-mail address when subscribing to Exhibit A London’s mailing list or e-announcement. Personal data is also collected through other forms of communication between Users and Exhibit A London.

Our Privacy Policy explains what data we process, how we do that and how the data subjects may use their rights (e.g. right to object, right of access) in order to comply with EU data protection law.

This Privacy Policy may be updated if required in order to reflect the changes in data processing practices or otherwise. The current version can be found on our website: www.exhibitalondon.com. We will not make substantial changes to this Privacy Policy or reduce the rights of Users under this Privacy Policy without providing a notice thereof.

This Privacy Policy only covers data processing carried out by Exhibit A London. The Privacy Policy does not address, and we are not responsible for, the privacy practices of any third parties. Exhibit A London disclaims all responsibility for the processing carried out by third parties.

Privacy, security and online safety are important for us, and we process all personal data with due care.

1. What Customer Data We May Collect:

- First name, surname, company, affiliation and job title or those of assigned representatives or points of contact
- Personal or company contact information including but not limited to email address, phone number, or delivery/invoice addresses
- Account or payment card details and payment information in cases of trade
- Demographic information such as postcode
- Other information relevant to customer surveys and/or offers

2. Purposes and Legitimate Grounds for Processing of Customer Data:

- To send e-announcements and other communication regarding our exhibits, events and other services
- Internal record keeping
- To meet legal and accounting requirements

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- To transfer necessary information to third parties including but not limited to shippers, framers, or other vendors with whom we work to execute the business
- If you opt to limit specific personal or professional data, this may impair Exhibit A London's ability to adequately provide its services to you
Exhibit A London keeps this information and all information relevant to past sales processes for legal and financial records but endeavours to keep actively used information up to date.

3. SECURITY:

- We are committed to ensuring that your information is secure. 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 online
- If a security breach causes an unauthorized intrusion into our system, we will notify you as soon as possible and later report the action we took in response

4. ACCURACY AND RETENTION OF DATA:

- We do our best to keep your data accurate and up to date, to the extent that you provide us with the information we need to do so. If your data changes (for example, if you have a new email address), then you are responsible for notifying us of those changes. Upon request, we will provide you with information about whether we hold, or process on behalf of a third party, any of your personal information. We will retain your information for as long as your account is active or as long as needed to provide you with our services. We may also retain and use your information in order to comply with our legal obligations, resolve disputes, prevent abuse, and enforce our agreements

5. CONTROLLING YOUR PERSONAL INFORMATION:

- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@exhibitalondon.com. If you wish to lodge a complaint with a supervisory authority you should contact the UK Information Commissioner's Office
- 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

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please email info@exhibitalondon.com.

If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

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