

# MakoDigital Arts 's Privacy Policy

## Context and overview

### Introduction

MakoDigital Arts needs to gather and use certain information about individuals.

This information can be regarding customers, suppliers, business contacts, employees, participants and other people that the organisation has a relationship with or may need to contact.

This privacy policy describes what information is collected, why it is collected and what it used for.

### When do we collect information?

We may collect information from you when:

- You sign-up to use our services, including but not limited to:
  - Media production services.
  - Media based workshops/activities.
- You access our websites.
- You sign up for one of our newsletters.
- You purchase one of our products or services.
- You contact us via email/telephone.

### What information do we collect?

When signing up to use our services we will ask you for:

- Your name
- Your postal address
- Your contact details:
  - Telephone/Mobile number
  - Email address

Depending on the service you're signing up to, we may also request the following information:

- Age/date of birth
- Gender
- Any physical/medical conditions
- Emergency contact details for the relevant parties:
  - Next of kin name
  - Next of kin contact telephone/mobile number

It is important to note that if a participant is under the age of 18, a parent/guardian will be required to submit the requested information on their behalf.

We may also request explicit written or verbal consent to capture your personal image via the means of photography or videography equipment. Your image may then be used in documentation and publicity materials, which may be shared publicly, for example via Mako Digital Arts' websites and/or social media platforms.

We may also request to use copyrighted imagery or branding that you own or have license to.

It is important to note that you do not have to disclose any of the requested information outlined above. You can always refuse to supply personally-identifying information, with the caveat that it may prevent MakoDigital Arts from being able to provide you with certain services. It may also prevent you or the relevant party from engaging in certain activities.

## What do we use your information for?

- To personalise your experience (your information helps us to better respond to your individual needs)
- To improve our website and customer services (we continually strive to improve our offerings based on the information and feedback we receive from you)
- To send periodic emails

We would like to send you information about our own products and services, by email. If you agree to being contacted in this way, you must opt-in.

- To keep evidence of consent i.e. That you've requested a particular product/service, or that you've consented to taking part in a particular activity.
- To enable MakoDigital Arts to contact you or the relevant party, should such a need arise.

Please note: Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever.

The email address you provide, may be used to send you information and updates pertaining to your relationship with Mako, in addition to receiving occasional company news and updates, related product or service information, etc.

If at any time you would like to unsubscribe from receiving future emails, we include a clear unsubscribe link at the bottom of each marketing email.

## How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information.

These rules describe how and where data will be safely stored.

When data is **stored on paper**, it will be kept in a secure place where unauthorised people cannot see it.

When not required, the paper or files will be kept **in a locked drawer or filing cabinet**.

When data is **stored electronically**, every effort will be made to protect it from unauthorised access, accidental deletion and malicious hacking attempts.

## Do our websites use cookies?

Yes, they do. Our websites are built using WordPress, which is a popular website platform, often referred to as a content management system (CMS) which sometimes uses cookies to enhance your experience when using the website.

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. MakoDigital Arts uses cookies to help us identify, track and monitor visitors usage of our websites, and their website access preferences.

MakoDigital Arts website users who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using any MakoDigital Arts website. The drawback of refusing cookies is that certain features of our websites may not function properly.

Like many other websites, MakoDigital Arts' websites use cookies to collect non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request.

The purpose of collecting non-personally identifying information is to better understand how our visitors use our websites.

A MakoDigital Arts website may also collect potentially personally-identifying information like your name or email address, for example, we ask visitors who wish to leave comments on our website, to provide a username and email address. In each case, MakoDigital Arts collects such information only insofar as is necessary or appropriate to fulfil the purpose of the visitor's interaction with Mako.

MakoDigital Arts does not disclose personally-identifying information, other than as described below. Visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain activities.

## **Aggregated Statistics**

MakoDigital Arts may collect statistics about the behaviour of visitors to its websites. For instance, MakoDigital Arts may reveal how many visits a particular webpage got, or say which videos are most popular based on data supplied by YouTube (a web based video steaming service frequently used by Mako), however, MakoDigital Arts does not disclose personally-identifying information, other than as described below.

## **Protection of Certain Personally-Identifying Information**

MakoDigital Arts may disclose potentially personally-identifying and personally-identifying information only to those of its employees, contractors, and affiliated organisations that:

- (i) need to know that information in order to process it on Mako's behalf, and
- (ii) they have agreed not to disclose it to others.

MakoDigital Arts will not rent or sell potentially personally-identifying and personally-identifying information to anyone.

## **Third party links and services**

Occasionally, at our discretion, we may include or offer third party products or services on our website or elsewhere. These third party sites/services have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

## **Your Consent**

By using our site or agreeing to use any of our services, you consent to our privacy policy.

## Privacy Policy Changes

Although most changes are likely to be minor, MakoDigital Arts may change its Privacy Policy from time to time, and at MakoDigital Arts' sole discretion. MakoDigital Arts encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of this site or services after any change in this Privacy Policy will constitute your acceptance of such change.

## Contacting Us

If there are any questions regarding this privacy policy you may contact us using the information below.

Mako  
35 Widnes Road  
Widnes  
Cheshire  
WA8 6AZ

Tel: 0151 345 1419

Email: [info@makodigitalarts.org.uk](mailto:info@makodigitalarts.org.uk)