

Last Updated: [16.11.2023]

1. Introduction

The Art Collective is dedicated to upholding the privacy and security of personal information and, concurrently, safeguarding the intellectual property rights of our contributing artists. This General Data Protection Regulation (GDPR) and Intellectual Property Protection Policy outlines our commitment to data protection and the preservation of artists' intellectual property rights within the framework of our online art gallery operations, events, and auctions.

2. Scope

This policy applies to all personal data collected, processed, and stored by The Art Collective in the course of its activities, including online sales, events, and auctions, within the United Kingdom and abroad. Additionally, it addresses the protection of artists' intellectual property rights in the content they contribute to The Art Collective.

3. Data Collection and Processing

3.1 Purpose Limitation

Personal data will be collected and processed only for specified, explicit, and legitimate purposes related to the operations of The Art Collective. Consent will be obtained from individuals before processing their data, and explicit consent will be sought from artists regarding the use of their intellectual property.

3.2 Data Minimisation

Only the necessary personal data required for the intended purpose will be collected. Unnecessary data will not be processed. Similarly, artists' intellectual property will only be used in accordance with the agreed-upon terms.

3.3 Lawful Basis

Personal data will be processed on the basis of one or more lawful grounds as specified in the GDPR, while respecting the artists' rights to control and protect their intellectual property.

3.4 Data Accuracy

Reasonable steps will be taken to ensure that personal data is accurate, complete, and up-to-date. Artists have the right to rectify inaccuracies in their personal data and ensure the accurate representation of their intellectual property.

4. Data Security and Intellectual Property Protection

4.1 Confidentiality

Access to personal data and artists' intellectual property will be restricted to authorised personnel who have a legitimate need to access the information.

4.2 Encryption

Appropriate encryption measures will be implemented to protect personal data during storage and transmission. The same level of protection will be applied to safeguard the integrity and confidentiality of artists' intellectual property.

4.3 Data Breach Response

In the event of a data breach affecting personal data or potential compromise of artists' intellectual property, The Art Collective will promptly assess the situation, report it to the Information Commissioner's Office (ICO) as required by GDPR, and take necessary measures to mitigate the impact.

5. Data Subject Rights and Artists' Intellectual Property Rights

The Art Collective recognises and respects the rights of data subjects as outlined in the GDPR. Additionally, artists have the right

to control and protect their intellectual property, including the right to specify how their work is used and distributed.

6. International Data Transfers

If personal data is transferred outside the European Economic Area (EEA), The Art Collective will ensure that appropriate safeguards are in place as required by the GDPR. Similarly, any international transfer of artists' intellectual property will be conducted in accordance with agreed-upon terms and legal requirements.

7. Data Protection Officer

The Art Collective has appointed a Data Protection Officer (DPO) to oversee GDPR compliance and address any concerns related to intellectual property protection. The DPO can be contacted at [DPO Contact Information].

8. Policy Review

This GDPR and Intellectual Property Protection Policy will be reviewed regularly and updated as necessary to ensure continued compliance with data protection regulations and the preservation of artists' intellectual property rights.

9. Contact Information

For any inquiries or concerns related to data protection or intellectual property, please contact:

The Art Collective
Management
info@theartcollective.co.uk

By adhering to this GDPR and Intellectual Property Protection Policy, The Art Collective aims to balance the interests of privacy and artistic creativity while maintaining a secure and respectful environment for artists and contributors.