

MACCONNAL-MASON GALLERY PRIVACY POLICY

MacConnal-Mason Gallery is committed to safeguarding the privacy of every client who visits our galleries, the fairs at which we exhibit as well as our website www.macconnal-mason.com. To ensure that you feel confident about providing us with your personal information when communicating with us and using our services, we outline below our practices in relation to the collection and use of personal data. The privacy policy sets out how we collect, use and protect information which you provide us with.

Please note this privacy policy is subject to change without notification and we therefore advise you to regularly review this policy when visiting the website.

1. COLLECTION OF, AND CONSENT TO USE, YOUR PERSONAL INFORMATION

We will only collect personal information from you (e.g. name, address, telephone/mobile number, email address) which you provide by direct correspondence with us by phone, e-mail or otherwise, and/or by completing any forms on our website. If you do not want your personal data collected, please do not submit it to us or use the site.

You agree that we may obtain, hold and use the personal information you provide for the purpose of providing you with our goods and services, in order to, without limitations:-

- (i) carry out our obligations arising from any contracts entered into between you and us, or us and our suppliers or sub-contractors (e.g. shipping/courier companies), and to provide you with the information, products and services that you request from us;
- (ii) store and process information to better understand your needs and improve our products and services;
- (iii) notify you of any change to our products, our services and/or our terms;
- (iv) market our products and services to you (by post, telephone, fax, email or other available method) in accordance with applicable law unless you indicate in writing when providing your personal information or subsequently notify us (see CONTACT paragraph below) that you do not wish to receive such material, or you have declined to opt in to any marketing we may offer;
- (v) prevent fraud;
- (vi) disclose for any purpose required by law or regulatory authority;
- (vii) for our accounting purposes;

You consent to the transfer of your personal information outside the European Economic Area in the event that the processing of your personal information involves such a transfer. While countries outside the EEA may not provide the same protection for your personal information as the UK, we will take steps to ensure that your information is used by third parties in accordance with this policy or to otherwise ensure such transfer and processing is lawful.

2. SHARING YOUR PERSONAL INFORMATION

We do not share, sell or distribute personal data to or with third parties except where you have consented to this or where the transfer of your data to third parties is required for the aforementioned purposes, or where we appoint a data processor such as Paperless Post. The website does not use cookies.

3. SECURITY AND RECORDS

Subject to the paragraph below, we strictly protect the security of your personal information and your choices regarding the use to which it is put. We use current industry standard technology to maintain the confidentiality and accuracy of the information you provided to us.

No data transmission over the Internet can be entirely secure, and while we will always use reasonable endeavours to protect your personal information, we cannot guarantee that any information you submit to us will be free from unauthorised third party intrusion. Therefore, we cannot guarantee the security of your personal information and of your use of the website.

We cannot guarantee that the website is free from viruses or malicious codes. You agree that it is your responsibility to satisfy yourself that your own information technology is protected against such viruses and/or codes.

We may monitor and/or keep records of email communications which you send to us in the interests of our business and in accordance with this policy.

4. OTHER WEBSITES

The site may contain links to other websites (e.g. art fairs). Please be aware that this privacy policy relates only to information collected by us through the website, and we are not responsible for the practices of other websites. When you leave our website you should ensure that you familiarise yourself with the privacy policies of websites you visit which collect information about you.

5. YOUR LEGAL RIGHTS

In addition to our safeguards detailed above, your personal data is protected in the UK by the Data Protection Act. This provides, amongst other things, that the data we hold about you should be processed lawfully and fairly. It should be accurate, relevant and not excessive. The information should, where necessary, be kept up to date and not retained for longer than is necessary.

You can ask to review the personal information we hold about you and ask us to change or delete any of this information. You can do this by contacting us by email, telephone or post at the addresses shown in the paragraph below. Furthermore, please assist us in keeping your personal information current and accurate by contacting us if your personal information changes.

6. CONTACT

All comments, queries and requests relating to this privacy policy or your information should be addressed to fineart@macconnal-mason.com +44 (0)20 7839 7693, or in writing to MacConnal-Mason Gallery, 14 & 17 Duke Street St. James's, London SW1Y 6DB, United Kingdom.