

S.A. FINE ARTS PRIVACY POLICY

1. **Information that we may collect and process about you**

- Information you provide when requesting or enquiring about services, sales or any other matter pertinent to our website.
- For example this information could be; name, address, postcode, telephone number(s), email address and the names of artists or subjects you have purchased, wish to purchase or expressed an interest in.
- No financial sensitive information is kept or stored on our database.
- We may keep a record of your details if you contact us.

2. **Where we store your personal data**

- All information provided by you is stored on our secure servers.

3. **Uses of information**

- With your consent; provide you with information, products or services that you request from us or which we feel may interest you.
- Notify you of changes of our services or company.
- Analyse information about our users to identify their potential preferences.
- Due to our legitimate business interest we will keep your details for as long as is necessary to provide the relevant services, maintain business records to satisfy tax, legal and other regulatory requirements, and protect and defend against potential legal claims.

4. **Information disclosure**

- At times we may need to disclose your personal information to persons in our company. This can be subsidiaries, holding companies, or other suppliers if involved in our business.
- We may disclose your personal information to suppliers who require your information to complete work for the company (for example carrier companies). They will not use your data for any other purpose and we will ensure these companies have a relevant privacy policy in place.
- We will not disclose your personal data to any third party outside of the company for the purpose of direct marketing but we may, with your consent, provide you with information about goods/services at S.A. Fine Arts which we feel may be of interest to you.

5. **How long your information is kept**

We will retain your personal data for as long as we are providing you with the services referred to in any contractual document, and for as long as is required for legal, regulatory, fraud prevention and our legitimate business purposes after the termination of your account/ agreement with us, or if your application for a particular service is declined or abandoned.

- In relation to personal data relating to the transactions you have entered into with us as part of the provision of our services, we will retain that data for period of seven years after that transaction has concluded in case any legal claims arise out of the provision of those Services.
- We will retain your details on our marketing database until you inform us that you no longer wish to receive our marketing communications. However, where you do unsubscribe from our marketing communications we will keep your details on a suppression list to ensure that we do not send you information you have asked not to receive.
- In relation to personal data relating to the provenance of works, we may retain that data indefinitely in our legitimate interests and the legitimate interests of the wider art market in maintaining the integrity of that market.

6. **Your rights**

- Within the GDPR you have the following rights over your personal data that we hold:
 1. The right to be informed of the data we hold about you.
 2. The right to access information held about you free of charge. If you would like access to your personal information please contact the S.A. Fine Arts Data Officer, details at the end of this policy.
 3. The right to rectify information held about you.
 4. The right to ask S.A. Fine Arts to delete personal data held about you. To request deletion of personal data, please contact the Data Officer, details at the end of this policy. We will respond to your request for deletion one month from when the request is received.
 5. The right to move your personal data from S.A. Fine Arts database/files to another location/company.
- Our website may contain links to/from our partners and affiliates' websites. If you follow a link to their sites, please note that these sites have their own privacy policy and that we do not accept any responsibility or liability for their policies. Please check these policies before you submit any personal data to these sites.

7. **Data breaches**

- We will report all data breaches to the ICO within 72 hours of becoming aware of the breach, where feasible. If required we will also inform the individual(s) without undue delay. A record will be kept of all data breaches.

8. **Contacting us**

- Questions about this policy should be addressed to Sangeeta Ahuja:
<mailto:sangeeta.ahuja@safinearts.com>.

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