

Please ensure you have been provided our ([general privacy notice](#)) for a form collecting personal information. You can also see our ([privacy statement](#)) on our website for further details on how we collect, use, share and store personal information.

Specific processing purposes and legal basis, etc: Direct marketing and promotions, offers, etc



(controller) who we are:

Glasgow Life, the operating name of Culture and Sport Glasgow, is the controller of personal information collected by us that is necessary for our processing purposes. See [contact us](#) for details of our data protection officer.



Specific (purposes) why do we need your personal information and what do we do with it?

You are giving us your personal information to allow you access to:

Direct Marketing

- (1) When you agree to receive personalised marketing communications about our services, promotions, newsletters, press releases, and/or offers, we use your email address and any other information you give us to provide you with the information or other services, until you ask us to stop (using the 'unsubscribe' instructions provided with each email communication or on our online marketing preference portal, or by telephone, email, or post), or until the information or service is no longer available.

Competitions, Promotions and Offers

- (2) From time-to-time we may provide you the opportunity to participate in various promotions, offers or competitions. If you participate, we will request certain personal information from you. Participation in these promotions, offers or competitions is completely voluntary and you have a choice about disclosing this information. The requested information typically includes contact information (such as name, address, telephone and or membership number). We use this information to inform the prize winner of the promotion, competition or offer and for members to verify their eligibility and to update our member contact records accordingly.

Children

- (3) If you are under 13 years of age your parent or guardian will need to give us permission to provide you with these services.



Specific (sharing) who do we share your information with:

To provide our direct marketing services to you, we need to appoint other organisations as processors to provide the systems or services we use. This includes contractors who provide our customer relationship management systems and mailing house services. We select these organisations carefully and put measures in place to make sure that they are not allowed to do anything with your personal information.



(profiling) or automated decision making:

Email marketing campaigns published by Glasgow Life contain tracking facilities within the actual email. Subscriber activity is tracked and stored in our Customer Relationship Management system which manages our email newsletter campaigns for future analysis and evaluation. Such tracked activity may include; the opening of emails, the clicking of links within the email content, times, dates and frequency of activity. This information is used to refine future email campaigns and supply the user with more relevant content based around their activity (automated processing, including profiling for **personalisation**). In compliance with the Privacy and

Electronic Communications Regulations 2003 (as amended) subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each email campaign.



Specific ([international transfers](#)) if any apply:

Almost all Glasgow Life email subscription list data is held within the UK with the exception of some limited subscription data (email, postcode and interest categories) being processed for the Glasgow International festival using the Mailchimp email hosted system. Mailchimp is an email service provider with servers based in the USA. An international transfer requires us to ensure your data is safe and respected as it is in the EU or UK. This international transfer using the Mailchimp email hosted system is protected under data protection law by Mailchimp having signed up to the EU-US Privacy Shield. Under an EU Commission adequacy decision, organisations in the US that are signed up to the EU-US Privacy Shield ensure a level of protection for the personal data of EU citizens. This protection is equivalent to the protection provided within the EU. Furthermore, Mailchimp has extended this protection provided in the EU-US Privacy Shield to include the UK as a result of the UK leaving the EU.



Specific ([legal basis](#)) for using your information:

- (1) With your consent (you can withdraw at any time).

You can see a summary of how [your rights](#) are implemented for each [legal basis](#) used at: www.glasgowlife.org.uk/privacy-rights.



([more information](#)):

You can find more details about how we handle your personal information at: www.glasgowlife.org.uk/privacy. If you need help in another format e.g. large print, braille or audio, please ask a member of staff, contact us or visit: www.glasgowlife.org.uk/accessibility.



([contact us](#)): You can contact our data protection officer about any data protection matter by post at this address: c/o Data Protection, GCC, City Chambers, George Square, Glasgow G2 1DU, United Kingdom; by email at: dataprotection@glasgow.gov.uk; and by telephone on: 0141 287 1055.

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