



## Privacy Policy

Updated December 2025  
Next review due December 2027

Kinetika is a registered charity in England and Wales. This Privacy Policy explains how we collect, use and protect personal information about you when you use our website, take part in our events, purchase products, or communicate with us. We are committed to safeguarding your privacy and ensuring that your personal data is handled in accordance with UK data protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### Information we collect

We may collect and process the following information:

- Event bookings and participation
  - Name
  - Email address
  - Any additional information required for event administration

Event bookings are processed via third-party provider Eventbrite.

- Online purchases
  - Name
  - Email address
  - Postal address

Payment information (processed securely by our payment provider; we do not store card details)

- Website contact forms
  - Name
  - Email address or telephone number
  - Any information submitted as part of your enquiry
- Marketing sign-ups
  - Name
  - Email address

(Processed via Mailchimp/Intuit)

- Website usage data
  - IP address
  - Browser details

- Cookies and analytics information

(Collected to improve site performance and user experience.)

We do not collect special category data unless explicitly required for a specific programme and only with your clear consent.

## **Where information is collected from**

We collect personal data through:

- Event bookings via Eventbrite
- Purchases made through our website
- Website forms submitted directly to us
- Mailing list sign-ups via Mailchimp
- Cookies and analytics tools (such as Google Analytics and Google Tag Manager) for measurement and performance

## **Why we collect this information**

We use your information to:

- Administer event bookings and participation
- Process and fulfil online orders
- Respond to enquiries
- Send marketing communications where you have given consent
- Improve the performance and usability of our website

We will not share or sell your personal information to third-party marketers, unless you have given us express permission to do so.

## **Our legal process for processing personal data**

We rely on the following legal bases:

- **Contract**  
For processing event bookings, product purchases and enquiries.
- **Legitimate Interests**  
For administration of our programmes, website analytics, and communication relating to your participation or purchase.
- **Consent**  
For sending you marketing newsletters or updates. You can withdraw consent at any time.
- **Legal Obligation**  
For maintaining financial records for audit and tax purposes.

## How long we keep data

We keep personal data only for as long as necessary:

- Event bookings and enquiries: deleted after 1 year
- Marketing subscriptions: retained until you unsubscribe
- Online purchase data: retained for 7 years to meet financial and audit obligations
- Website analytics data: retained according to the retention schedules of our analytics providers

All data is securely deleted once the retention period ends.

## Marketing Communications

If you sign up for our newsletter, we will send you updates on Kinetika's work, events, products and offers. You can unsubscribe at any time by clicking the link in any email or contacting us at [info@kinetika.co.uk](mailto:info@kinetika.co.uk).

We use Mailchimp (Intuit) to manage subscriber data and send marketing emails. You can read their privacy policy here: <https://www.intuit.com/privacy/statement/>

We do not share your marketing data with any external organisations for their own purposes.

## Cookies

Cookies are text files placed on your device to help the website function and to collect anonymous usage information. For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org)

We use:

- Necessary cookies for site functionality
- Analytics cookies to understand website performance
- Tracking technologies from trusted partners such as Google LLC for measurement and optimisation

You can refuse or manage cookies through your browser settings or via our cookie banner. Some features may not function without necessary cookies.

We do not use cookies for profiling or automated decision-making.

## International Data Transfers

Some of our trusted third-party providers (Google, Mailchimp/Intuit, Eventbrite) may process data outside the UK.

Where this occurs, we rely on approved safeguards such as:

- The UK–US Data Bridge
- Standard Contractual Clauses
- Equivalent protective measures recognised by UK GDPR

## **Data Security**

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## **Your data protection rights**

You have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate information
- Request deletion of your data
- Restrict how your data is used
- Object to processing based on legitimate interests
- Withdraw consent for marketing at any time
- Request a copy of your data in a portable format
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise these rights, contact: [info@kinetika.co.uk](mailto:info@kinetika.co.uk)

## **Accessing and updating your information**

We want to ensure that your personal information is accurate and up to date. Please do ask us to correct or remove information you think is inaccurate. To request a copy of your personal data or to ask for corrections, please contact:

Kinetika  
119 Artist Studios  
High House Production Park  
Purfleet-on-Thames  
Essex RM19 1AS  
United Kingdom  
Email: [info@kinetika.co.uk](mailto:info@kinetika.co.uk)

## **Changes to this privacy policy**

We keep our privacy policy under regular review, and we will place any updates on this web page. This privacy policy was last updated on 09/12/2025.