**Privacy Notice**

**Clarty Art Privacy and data retention policy**

Last updated: 27/07/2025

At Clarty art we are committed to protecting your personal information and your right to privacy.

**1. Who we are**
Clarty art is a Sole trader based in North Tyneside. We provide Art workshops, classes and events for children and adults in our studio space, (Quays creative) in community groups, through charities and at private events.

**2. What data we collect**We may collect and store:
- Your name/ your child’s name

- Your child’s date of birth

- Any additional information relevant to providing correct care of your child when in attendance at one of our classes/workshops I.e. – additional needs, allergy and medical information.
- Email address
- Phone number
- Billing and delivery address (when providing art based products)
- Payment details (via secure third-party services)
- Communication history (e.g. emails, contact form messages)

 3**. How we collect your data**
We collect data when you:
- Contact us via our website, email, phone, or social media
- Make a purchase
- Sign up to a mailing list
- Use our services

**4. Why we collect your data**
We use your data to:
- Provide our services or products

- Be able to facilitate proper care for your child when attending a class/ workshop without a parent/guardian present.
- Respond to enquiries
- Process payments
- Send updates or marketing (if you have opted in.)

**5. Lawful basis for processing**We rely on:
- Contract – to provide the service or product
- Consent – for email marketing and photographic marketing permission.
- Legal obligation – e.g., for tax records
- Legitimate interests – e.g., to improve customer service.

**6. How your data is stored**Your data is securely stored using password-protected devices, encrypted cloud services and in a lockable cabinet where paper forms are stored for a short period (no longer than one month) before being digitally updated and then destroyed.

**7. Sharing your data**
We only share your data with:
- Payment processors via our website -wix paymets, sumup, starling bank (when bank transfer is used)
- Email platforms – gmail, webmail
- Legal or regulatory authorities if required
- We do not sell or rent your data

**8. How long we keep your data**We retain personal data for as long as necessary:
- Enquiries: up to 12 months
- Purchases: up to 6 years (for tax purposes)

- registration and attendance records : for 3 years after last contact

-Incident/ Safeguarding reports: until the child turns 21

- Medical or allergy information: kept on record until a child leaves a class, upon which it will be deleted unless an incident has occurred.

- Consent forms (for photograph/videos shared online and for marketing purposes): reviewed every 2-3years.

**9. Your rights**
You have the right to:
- Access your data
- Correct or delete your data
- Object to or restrict processing
- Withdraw consent
- Complain to the ICO ([www.ico.org.uk](http://www.ico.org.uk))

10**. Contact us**
For any questions, please contact:

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