

## Privacy Notice

We value your interest in our company and would like to keep you informed of artworks, events, and related matters. The following privacy policy outlines how Colour One processes and protects the information you give us. We will never send information about you to anyone else without your express prior consent. We are committed to ensuring that any personal information you give us is protected and the General Data Protection Regulation is complied with. Any personal information provided will only be used in accordance with this policy.

This notice applies to information held about clients and prospective clients, suppliers and prospective suppliers, artists, contacts and all other persons about whom Colour One holds information. By "information" we mean personal information about you that we collect, use, share and store. This information will have been given to us in connection with our business activities both at the company itself, or at other locations.

In this notice, "we", "us", "our" and "Colour One" mean Colour One Ltd, a company registered in England and Wales with number 13034367, registered office at 10 Hanover Street, London W1S 1YQ, and "you" means the individual to whom the information relates.

### Information we gather

- contact information including first name, surname, email address and company (if relevant);
- if you purchase something from us: financial information in relation to the sale and necessary information for shipping the artwork;
- if you consign a work to us: information in relation to the artwork's provenance and ownership, and necessary information for shipping the artwork;
- information in relation to your interests in artworks and purposes of collecting or selling;
- information in relation to your purchase or sale of artwork or use of our services.

### When we collect your personal information

- when you provide it to us in person, by phone, by email, or via other communication means;
- when you provide details about yourself in regard to purchasing an artwork, enquiring about purchasing an artwork, consigning an artwork or selling an artwork;
- in response to your verbal or written requests to us.

### How we use the information we gather

- to provide information about artworks and services that are relevant to you;
- to keep you informed about artworks, artists and events that we think you may find interesting;
- to carry out our obligations arising from any agreements entered into between you;
- comply with legal and regulatory obligations; and
- for security and to check your identity.

### Legal basis for processing

- Our processing of your personal information is necessary:
  - for the performance of contracts of which you are a party, and in order to take steps at your request prior to you entering into those contracts;
  - for the purposes of legitimate interests pursued by us;
  - in order to comply with a legal obligation to which we are subject; and
  - for internal record keeping.
- In relation to any processing of special categories of personal data, we will generally rely on obtaining specific consent from you at the time unless there is otherwise a legal requirement for us to process such information.

### Legitimate interests

- Where our processing is based on the legitimate interest grounds described above, those legitimate interests are:
  - collecting personal information to provide you with a smooth and efficient client experience;
  - to provide you with services you have requested;

- to offer services or artworks which you have expressly expressed interest in, or services and artworks which we reasonably believe you would be interested in based upon previous express communication;
- for our own marketing and research;
- to make sure you receive updated information on Colour One's business activities.

### **Keeping your information safe**

- We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. We are required to keep certain types of personal information in order to fulfil our statutory obligations, such as financial records relating to purchases. We will hold your personal data on our systems for as long as it is in the company's legitimate interest to do so. We review all personal data and our retention periods regularly to establish whether we are still entitled to process it. If we decide that we are not entitled to do so, we will stop processing your personal data; however, we may retain your personal data in an archived form. We will never send identifiable information about you to anyone else without your express prior consent and will only contact you from time to time about artworks and events which might interest you.

### **Sharing your personal information**

- Except as expressly set out in this notice we will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.
- The personal information you provide to us may be shared with third party companies, agents, contractors, service providers or affiliated companies if this is necessary to provide you with our art work or services, respond to your inquiries or for any of the purposes described in this notice. We may share your information if required with:
  - law enforcement agencies, other governmental agencies or third parties if we are required by law to do so; and
  - other business entities should we plan to merge with or be acquired by that business entity, or if we undergo a re-organisation with that entity.
- If we hold joint events with third-parties we might need to share your data in order to send you an invitation, but we will ensure that your data is not disclosed by that third party by means of a Non-Disclosure Agreement (NDA) that we hold with them.

### **Transferring your information outside the UK**

- Your personal information may be transferred to, and stored at, a destination outside the European Economic Area ("EEA") and may also be processed by staff operating outside the EEA who work for us, or for one of our service providers.
- When we, or our permitted third parties, transfer your information outside the European Economic Area, we or they will impose obligations on the recipients of that data to protect your information to the standard required in the European Economic Area or otherwise require the recipient to subscribe to international frameworks intended to enable secure data sharing. In the case of transfers by us, we may also transfer your information where: (i) the transfer is to a country deemed to provide adequate protection of your information by the European Commission; or (ii) where you have consented to the transfer.

### **Your rights**

- We may use your personal information to send you information about third parties we think you may find interesting. If you are sent information that we think you may find interesting directly by an employee of the company, and you no longer wish to receive such communications, you can tell that employee that you do not wish to receive future communications of that kind.
- You may request details of personal information which we hold about you under the General Data Protection Regulation by emailing [info@colourone.com](mailto:info@colourone.com).
- If you believe that any information we are holding on you is incorrect or incomplete, please email [info@colourone.com](mailto:info@colourone.com) as soon as possible and we will promptly update any information found to be incorrect.

**Complaints**

- Questions, comments and requests regarding this notice are welcomed and should be addressed to [info@colourone.com](mailto:info@colourone.com) If you have any concerns about our use of your information, you also have the right (as a UK resident) to make a complaint to the Information Commissioner's Office, which regulates and supervises the use of personal data in the UK, via their helpline on 0303 123 1113.

**Changes to this policy**

- We reserve the right to update this policy from time to time. Any changes we make to our policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our policy.
- Please contact [info@colourone.com](mailto:info@colourone.com) with any questions or comments relating to this policy or our website.