

Privacy Policy for Immersive Arts

Introduction

This Privacy Policy explains how we collect, use, and protect your personal data when you visit our website or interact with us as part of the Immersive Arts Project, a collaboration between University of the West of England (UWE Bristol), University of Bristol, Watershed (England and Executive Producer), Wales Millennium Centre (Wales), Cryptic (Scotland), Nerve Centre (Northern Ireland), Crossover Labs, Unlimited, XR Diversity Initiative and Innovate UK Immersive Technology Network (collectively referred to as “we” or “us”).

This Privacy Policy complies with the UK General Data Protection Regulation (UK GDPR). It applies to all visitors, participants, and partners of Immersive Arts.

By using our website or interacting with the Immersive Arts project, you agree to the terms of this policy.

Who we are

Immersive Arts is a three-year, £6m project that offers an inclusive and accessible programme of research, training, funding opportunities and events across the UK. It will support over 200 artists to explore the creative potential of technologies such as virtual, augmented and extended reality.

Funding for Immersive Arts is provided through a collaboration between the UKRI Arts and Humanities Research Council (AHRC), Arts Council England, the Arts Council of Wales (ACW), Creative Scotland and the Arts Council of Northern Ireland (ACNI). Funding from Creative Scotland, ACW and ACNI is provided by The National Lottery.

Immersive Arts is run by a collaborative consortium of ten partners who are embedded within the UK’s immersive arts and research communities, and committed to creating positive change in the sector.

Programme lead: [University of the West of England \(UWE Bristol\)](#)

Programme hub: [Pervasive Media Studio](#) – a creative technology research and development space run by Watershed in partnership with UWE Bristol and University of Bristol

Executive producer: [Watershed](#)

Research partners:

[University of Bristol](#) and [Innovate UK Immersive Tech Network](#)

Producing partners:

England: [Watershed](#), Bristol

Northern Ireland: [Nerve Centre](#), Derry and Belfast

Scotland: [Cryptic](#), Glasgow

Wales: [Wales Millennium Centre](#), Cardiff

UK-wide partners:

[Crossover Labs](#): Immersive media training and artist development, Sheffield

[Unlimited](#): Commissioning disabled artists and changing perceptions of disability, Wakefield

[XR Diversity Initiative](#): Promoting inclusivity in the XR community, London

All consortium partners are involved with delivering events and artist support for the project.

UWE Bristol leads on the research element of the project.

Each of the partners is a joint data controller and has responsibility for personal data which it processes in connection with the Project. This means the partners jointly determine the purposes and means of processing your personal data.

You may connect with the Immersive Arts project in a number of ways, these include;

- [Applying for artist grant funding](#)
- [Being an awardee of artist grant funding](#)
- [Participating in or attending our events or workshops](#)
- [Signing up to the Immersive Arts newsletter](#)
- [Using our website](#)
- [Images / photo consents](#)
- [Participating in Immersive Arts research](#)

Below outlines how we use your data in each of the scenarios listed above;

Applying for artist grant funding

How We Use Your Data

1. **Assessing your application:** We process the personal data you provide in your grant application to assess your eligibility and suitability for funding.
2. **Communicating with you:** We use your contact information to communicate with you about the status of your grant application, request additional information if needed, and provide updates on the funding process.
3. **Grant award decisions:** Personal data is used to make decisions regarding the award or denial of funding. This includes sharing information with relevant members of the decision-making panel or partner organisations involved in the grant assessment process.
4. **Monitoring and reporting:** If your application is successful, we may process additional data to monitor the progress of your project and ensure compliance with the terms of the grant. We may also use this data for reporting to funding bodies, auditors, or stakeholders as part of our legal or contractual obligations.

5. **Compliance with legal and regulatory obligations:** We may process your data to comply with legal obligations, such as financial reporting, auditing, and responding to lawful requests from regulatory authorities.

What data we collect

In connection with assessing applications for grant funding, we may collect and process the following types of personal data:

1. **Personal identification information:** This includes your name, contact details (such as email address, phone number, and postal address), and any other personal identifiers provided in the grant application.
2. **Professional and employment information:** This may include details about your organisation, and relevant experience related to the grant application.
3. **Project information:** Data related to the project you are proposing, including your project description, objectives, timelines, and expected outcomes, as well as supporting documents such as budgets, progress reports, and evaluations.
4. **Sensitive personal data (special category data):** In certain cases, we may collect sensitive personal data (e.g., data related to disability, neurodiversity or ethnicity) if it is necessary for evaluating your application or required for legal or reporting purposes. We will only process such data with your explicit consent.
5. **Communications:** Any communications between you and us during the application process, including email correspondence and responses to requests for further information.

Lawful basis for processing your data

We process your personal data in connection with your grant funding application for the following lawful purposes, as required under the UK General Data Protection Regulation (UK GDPR):

1. **Performance of a contract (Article 6(1)(b))**
 - We process your personal data in order to assess your eligibility for grant funding and, if successful, to enter into a grant agreement with you. This is necessary to evaluate your application, communicate with you, and manage the funding process, including monitoring the progress of funded projects.
2. **Legitimate interests (Article 6(1)(f))**
 - We may process your data to pursue our legitimate interests, such as ensuring the integrity of the grant process, performing due diligence on applicants, monitoring the use of grant funds, and evaluating the outcomes of funded projects. We ensure that these interests do not override your rights and freedoms.
3. **Legal obligation (Article 6(1)(c))**
 - In some cases, we are legally required to process your personal data in order to comply with statutory obligations. This may include providing information for financial audits, complying with anti-fraud regulations, or responding to requests from regulatory bodies.
4. **Consent (Article 6(1)(a))**

- If we need to process special category data (such as data related to disability, neurodiversity or ethnicity), we will ask for your explicit consent. Providing this data is optional, and you can withdraw your consent at any time.

Do we use any processors?

Yes – we use data processors to help administrate the application process.

We use [Good Grants](#) to operate our online application system, manage application assessments and applicant communication. Here is a link to [Good Grant's privacy policy](#).

Being an awardee of artist grant funding

How we use your data

As an awardee of artist grant funding, we process your personal data for the following purposes:

1. **Grant administration:** We use your data to manage and administer the artist grant, including processing payments, tracking project progress, and ensuring compliance with the grant terms and conditions.
2. **Communication:** We will use your contact information to communicate with you regarding your grant, including project updates, reporting requirements, and any follow-up activities related to the funding.
3. **Monitoring and evaluation:** We may process your data to monitor the progress and outcomes of your funded project. This may include collecting feedback, reports, and other materials required under the grant agreement to assess the impact of the funding.
4. **Legal compliance and audits:** Your data may be processed to comply with legal obligations, such as financial audits, anti-fraud checks, and other regulatory requirements related to the grant program.
5. **Publicity and promotion:** With your consent, we may use your name, likeness, and details of your funded project in our promotional materials, including publications, newsletters, reports, and on our website or social media channels to showcase the impact of our grant program.

What data we collect

In connection with your status as an awardee of artist grant funding, we may collect and process the following types of personal data:

1. **Personal identification information:** Your name, address, email address, phone number, and other contact details.
2. **Financial information:** Bank account details for processing grant payments, tax information, and financial statements if required for compliance or reporting.
3. **Project information:** Details about your funded project, including proposals, budgets, progress reports, final reports, and any supporting documentation submitted to demonstrate the project's outcomes.
4. **Publicity materials:** Photographs, biographies, videos, or other media you provide for use in promotional activities or reports.
5. **Communications:** Any correspondence between you and us relating to the grant, including emails, phone calls, and written communications.

We will also be collecting additional information, including demographic information of awardees as part of our project reporting, evaluation and research, however this data will be collected anonymously.

Lawful basis for processing your data

We process your personal data under the following lawful bases as required by the UK General Data Protection Regulation (UK GDPR):

1. **Performance of a contract (Article 6(1)(b))**
 - Processing your personal data is necessary for the performance of the grant agreement you have entered into with us. This includes administering the grant, processing payments, monitoring your project, and ensuring compliance with the grant terms.
2. **Legitimate interests (Article 6(1)(f))**
 - We process certain data to pursue our legitimate interests, such as tracking the success of the grant program, communicating with awardees, and evaluating the outcomes of funded projects. We ensure that this processing does not override your rights and freedoms.
3. **Legal obligation (Article 6(1)(c))**
 - In some instances, we are required by law to process your personal data. This includes processing necessary for financial audits, anti-fraud checks, and reporting to regulatory authorities.
4. **Consent (Article 6(1)(a))**
 - If we use any special category data, such as health or diversity data, or if we want to use your information for promotional purposes (e.g., featuring your project on our website or in newsletters), we will only do so with your explicit consent. You have the right to withdraw this consent at any time.

Do we use any processors?

Yes – we use data processors to help administrate the grant funding.

- We use [Good Grants](#) to manage allocated funding. Here is a link to [Good Grant's privacy policy](#).
- We use [Monday.com](#) to coordinate artist support and the wider project.
- Processing by both Good Grants and Monday.com is governed by a data processing agreement.
- Depending on your region (England - [Watershed](#), Wales - [Wales Millennium Centre](#), Northern Ireland - [Nerve Centre](#) or Scotland - [Cryptic](#)) you will be designated a managing producer who will administrate your awarded funding and subsequent agreements (and who may use processors to manage your ongoing relationship). You will be provided an awardee privacy policy at the point of contracting by the producing partner organisation.

Participating in or attending our events or workshops

How we use your data

When you participate in or attend our events or workshops, we process your personal data for the following purposes:

1. **Event management:** We use your data to facilitate your registration, manage attendance, and coordinate logistics for the event or workshop.
2. **Communication:** We will communicate with you regarding event details, updates, reminders, and any necessary information leading up to and following the event.
3. **Feedback and evaluation:** We may collect feedback from participants to assess the effectiveness of our events and improve future offerings. This may involve surveys or follow-up communications.
4. **Legal compliance:** Your data may be processed to comply with legal obligations related to event management, including health and safety requirements, and to address any inquiries or claims.
5. **Marketing and promotions:** With your consent, we may use your name and contact information to inform you about future events, workshops, or related opportunities that may be of interest to you.

What data we collect

In connection with your participation in or attendance at our events or workshops, we may collect and process the following types of personal data:

1. **Personal identification information:** Your name, contact details (email address, phone number), and any other personal identifiers provided during registration.
2. **Feedback and survey responses:** Any feedback or survey responses you provide regarding the event or workshop.

3. **Communications:** Records of any communications between you and us related to the event, including registration confirmations and follow-up correspondence.
4. **Sensitive personal data (Special Category Data):** If we collect any sensitive personal data (e.g., health information for accessibility purposes), we will do so only with your explicit consent.

Lawful basis for processing your data

We process your personal data under the following lawful bases as required by the UK General Data Protection Regulation (UK GDPR):

1. **Performance of a contract** (Article 6(1)(b))
 - We process your personal data to manage your registration and participation in our events and workshops, fulfilling our obligations to you as a participant.
2. **Legitimate interests** (Article 6(1)(f))
 - We process data for our legitimate interests, such as improving our events, ensuring effective communication, and enhancing participant experience while ensuring that your rights and freedoms are not overridden.
3. **Legal obligation** (Article 6(1)(c))
 - We may need to process your personal data to comply with legal requirements, such as health and safety regulations or financial reporting obligations.
4. **Consent** (Article 6(1)(a))
 - If we wish to use your information for marketing purposes or collect sensitive personal data, we will do so only with your explicit consent. You can withdraw your consent at any time.

Do we use any processors?

Yes – we use data processors to help administrate our events and workshops.

We use [airtable](#) to manage the registration process, and [mailchimp](#) to manage subsequent event/workshop communication. They both process information in line with our instructions, and the processing is governed by data processing agreements which utilise standard contractual clauses and/or are registered under the UK Extension to the EU-US Data Privacy Framework to safeguard any transfers of data outside of the UK.

Signing up to the Immersive Arts Newsletter

How we use your data

When you sign up for our email newsletter, we process your personal data for the following purposes:

1. **Newsletter distribution:** We use your data to send you our email newsletters, updates, and information about our activities, events, and offers that may be of interest to you.
2. **Personalization:** We may analyse your preferences and engagement with our emails to tailor content and improve the relevance of our communications.
3. **Feedback and engagement:** We may collect feedback from you about our newsletters to enhance the quality of our content and better meet your interests.
4. **Legal compliance:** Your data may be processed to comply with legal obligations related to marketing communications and data protection regulations.

What data we collect

In connection with your newsletter subscription, we may collect and process the following types of personal data:

1. **Personal identification information:** Your name and email address, which are required to subscribe to our newsletter.
2. **Demographic information:** Optional information such as your location or interests, which can help us tailor content to your preferences.
3. **Engagement data:** Information about your interactions with our emails, including open rates, click-through rates, and any feedback you provide.
4. **Communications:** Records of any correspondence between you and us regarding your newsletter subscription or related inquiries.

Lawful basis for processing your data

We process your personal data under the following lawful bases as required by the UK General Data Protection Regulation (UK GDPR):

1. **Consent** (Article 6(1)(a))
 - We rely on your explicit consent to process your personal data for sending you our email newsletter. You can withdraw your consent at any time by unsubscribing from the newsletter or contacting us.
2. **Legitimate interests** (Article 6(1)(f))
 - We may process your data for our legitimate interests, such as improving our newsletter content and marketing strategies, while ensuring that your rights and freedoms are respected.

Do we use any processors?

Yes – we use data processors to help administrate our events and workshops.

We use [mailchimp](#) to manage our e-newsletter. Mailchimp processes information in line with our instructions, and is governed by a data processing agreement which utilise standard contractual clauses and is registered under the UK Extension to the EU-US Data Privacy Framework to safeguard any transfers of data outside of the UK.

Using our Website

How we use your data

When you use our website, we process your personal data for the following purposes:

1. **Website functionality:** We use your data to ensure that our website functions correctly and provides you with a seamless user experience.
2. **User engagement:** We may analyse your usage patterns on our website to improve our content, features, and overall user experience.
3. **Communication:** If you fill out contact forms or sign up for newsletters, we will use your data to respond to your inquiries and send you relevant information.
4. **Cookies and tracking:** We may use cookies and similar technologies to collect data about your browsing behaviour, which helps us understand how visitors interact with our website and improve our services.
5. **Legal compliance:** Your data may be processed to comply with legal obligations and protect our rights and interests.

What data we collect

In connection with your use of our website, we may collect and process the following types of personal data:

1. **Personal identification information:** If you provide it, this may include your name, email address, and any other contact details you enter into forms.
2. **Technical data:** Information about your device, such as your IP address, browser type, operating system, and other technical details that help us optimise our website.
3. **Usage data:** Information about how you use our website, including the pages you visit, the time and date of your visits, and the links you click on.
4. **Cookies and tracking information:** Data collected through cookies and similar technologies that track your preferences and behaviour on our website.
5. **Communications:** Records of any communications you have with us through the website, including inquiries and feedback.

Lawful basis for processing your data

We process your personal data under the following lawful bases as required by the UK General Data Protection Regulation (UK GDPR):

1. **Consent** (Article 6(1)(a))
 - We may rely on your explicit consent for certain types of data processing, such as when you provide personal information through contact forms or sign up for newsletters.
 2. **Legitimate Interests** (Article 6(1)(f))
 - We process your data to pursue our legitimate interests, such as enhancing website functionality, improving user experience, and conducting analytics, while ensuring that your rights and freedoms are not overridden.
 3. **Performance of a contract** (Article 6(1)(b))
 - In cases where the processing is necessary for fulfilling a contract with you (e.g., providing services requested through our website), we will rely on this lawful basis.
 4. **Legal obligation** (Article 6(1)(c))
 - We may process your data to comply with legal obligations, such as data security and privacy regulations.
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Images / photo consents

How we use your data

When you provide consent for the use of images or photos, we process your personal data (i.e., your image or likeness) for the following purposes:

1. **Publicity and promotion:** We may use your images in our marketing materials, including brochures, newsletters, social media, and website content, to promote our activities, events, and services.
2. **Event documentation:** If photos are taken during events, we may use those images to document and showcase the event for future promotional or reporting purposes.
3. **Internal and external communications:** Your image may be used in both internal communications (such as reports or presentations) and external communications (such as blogs, media releases, and promotional campaigns).
4. **Archiving and records:** We may store and archive the images for historical records or to use in future campaigns.

What data we collect

In connection with obtaining your consent to use images or photos, we may collect and process the following types of personal data:

1. **Visual data:** Photographs, videos, or other visual recordings in which you are identifiable.
2. **Personal identification information:** If necessary, your name, contact details (such as email or phone number), or details relating to the context of the image (e.g., event participation).
3. **Consent information:** Records of your explicit consent, including the time and date of consent, and any specific preferences or limitations regarding how your image can be used.

Lawful basis for processing your data

We process your personal data (images or photos) under the following lawful basis as required by the UK General Data Protection Regulation (UK GDPR):

1. **Consent (Article 6(1)(a))**
 - We rely on your explicit consent to process and use your image or likeness. You will be asked to provide consent for specific purposes, such as marketing, promotional materials, or event documentation. You can withdraw your consent at any time by contacting us.
2. **Legitimate interests (Article 6(1)(f))**
 - In some cases, we may rely on legitimate interests to process images, such as for internal event documentation or historical archiving, provided that this processing does not infringe upon your rights and freedoms.

**you will be notified of any photography or filming happening at events you attend, and given an opportunity to withdraw consent for your image to be taken or used by the organising partner.

Participating in the Immersive Arts Research

How We Use Your Data

During the application process we invite you to contribute the information you have submitted as part of your application to an ongoing research study conducted by Immersive Arts research partners, the University of the West of England and University of Bristol. Contributing this information in this way will help to ensure that the research is representative and accurate, and that the results are meaningful and useful to the creative community.

If you consent to your data being used in this way, **the research team will only have access to an anonymised version of your submission**, meaning:

- Your name, collaborator(s)' names, company name(s), and project name(s) will be removed.
- The research team will not be able to identify you or any other individual from the data.

The anonymised data will be analysed alongside other submissions to produce research results. These results will be shared publicly via the project website. **No personal data will be published as part of these results.**

What Data We Collect

As part of your application for funding and as the record of your consent, we collect the following types of data:

- **Contents of your application** only (if you consent) - this data is anonymised, and it therefore does not fall under data protection laws.
- **Record of your consent** (This includes your name and contact details which forms part of your application - see '**Applying for Artist Grant Funding**' section above)

Legal Basis for Processing

1. Consent (Article 6(1)(a))

- We are relying on your consent as the lawful basis for processing your data for research purposes. You are under no obligation to participate in the research, and your decision will not affect your application for funding.

Voluntary Participation and Right to Withdraw

Participation in the research is entirely voluntary. You have the right to withdraw your consent at any time up to two weeks after giving your initial consent. If you withdraw your consent during this period, we will remove your data from the research.

After two weeks, your data will have been fully anonymised and combined with other data for analysis, making it impossible to remove or identify your submission.

For further information, or to withdraw consent, please contact lead researcher, Verity McIntosh verity.mcintosh@uwe.ac.uk

How we share your data

We may share the personal data you submit via any of the scenarios listed above with the following recipients:

1. **Project partners:** As part of the project, your personal data may be shared with any of the project partners as named in this policy. Access to the data by partners is managed on a requirement basis - e.g only the producing partners have access to the full grant application data, as they are managing the application process. However, anonymised and aggregated application data may be shared with all partners as part of the reporting and evaluation of the project. At each point you interact with the project, you will be shown a specific privacy notice outlining the specific privacy details relating to the service you are interacting with.
2. **Third-party service providers:** We may share data with third-party service providers (e.g., IT support, software services) to help us deliver our services. These providers act as data processors and will only process data under our instructions. Please refer to our 'Data Processor' section for details
3. **Legal authorities:** We may disclose personal data to legal authorities if required to comply with a legal obligation or court order.

Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements. Typically, this is 7 years after the end of the project.

Your data protection rights

Under the UK GDPR, you have the following rights regarding your personal data:

1. **Right to access:** You have the right to request access to the personal data we hold about you.
2. **Right to rectification:** You can request that we correct any inaccuracies in your data.
3. **Right to erasure (Right to be forgotten):** You can request the deletion of your personal data, under certain conditions.
4. **Right to restrict processing:** You can request that we restrict the processing of your data, under certain conditions.
5. **Right to data portability:** You can request to receive your data in a structured, commonly used format or have it transmitted to another controller.
6. **Right to object:** You can object to the processing of your personal data, particularly for direct marketing or research purposes.

- 7. Right to withdraw consent:** If processing is based on consent, you can withdraw your consent at any time.

To exercise any of these rights, please contact us at info@immersivarts.co.uk.

Cookies and tracking technologies

We use cookies to enhance your browsing experience and collect data about how you use our website. These are referred to as first-party cookies as they are set by immersivarts.uk and only linked to our website.

Additional "third-party" cookies are also set in places where content is delivered by other services, for example YouTube.

Security measures

We take the security of your personal data seriously and have implemented appropriate technical and organisational measures to protect it from unauthorised access, alteration, disclosure, or destruction.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and we encourage you to review it regularly to stay informed about how we are protecting your personal data.

Contact Us

If you have any questions or concerns about this Privacy Policy or how your data is being handled, please contact us via datacontroller@watershed.co.uk

Alternatively, you can contact the Information Commissioner's Office (ICO) at www.ico.org.uk if you are unhappy with how we handle your data.
