



## **The National Society for Education in Art & Design (NSEAD)**

### **Privacy Policy**

This Privacy Policy describes the Society's policies and procedures on the collection, use and disclosure of your information when you use the website and tells you about your privacy rights and how the law protects you. We use your personal data to provide and improve the website. By using the website, you agree to the collection and use of information in accordance with this Privacy Policy.

This policy sets out how the Society uses and protects the personal data that you provide to us.

The policy applies to members, non-members, volunteers, employees and anyone who uses our website.

This policy and relevant procedures aim to ensure that the Society has effectively prepared for and is compliant with the General Data Protection Regulation (GDPR) which came into force on 25 May 2018.

We will treat any personal information collected in accordance with this policy, the GDPR 2018, the data protection act of 1998, and the privacy and electronics regulations of 2003.

#### **What topics are covered in our policy document?**

- Glossary of definitions
- What data do we collect?
- How do we collect your data?
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## **Interpretation and definitions**

Definitions for the purposes of this Privacy Policy:

- "Account" means a unique account created for you to access our website or parts of our website.
- "Society" (referred to as either "the Society", "we", "us" or "our" in this agreement) refers to NSEAD. For the purpose of the GDPR, the Society is the Data Controller.
- "Country" refers to the United Kingdom.
- "Cookies" also known as browser cookies or tracking cookies, are small, often encrypted text files that are placed on your computer, mobile device or any other device by a website, containing the details of your browsing history on that website among its many uses.
- "Data Controller", for the purposes of the GDPR, refers to the Society as the legal person which alone or jointly with others determines the purposes and means of the processing of personal data.
- "Device" means any device that can access the website such as a computer, a cell phone or a digital tablet.
- "Personal Data" is any information that relates to an identified or identifiable individual. For the purposes of GDPR, personal data means any information relating to you such as a name, an identification number, location data, online identifier or to one or more factors specific to physical, physiological, genetic, mental, economic, cultural or social identity.
- "Service Provider" means any natural or legal person who processes the data on behalf of the Society. It refers to third-party companies or individuals employed by the Society to facilitate the website, to provide the website on behalf of the Society, to perform

services related to the website or to assist the Society in analysing how the website is used. For the purpose of the GDPR, service providers are considered data processors.

- "Usage Data" refers to data collected automatically, either generated by the use of the website or from the website infrastructure itself (for example, the duration of a page visit).
- "Website" refers to one or all of the following:
  - [nsead.org](https://nsead.org)
  - [members.nsead.org](https://members.nsead.org)
  - [biglandscape.nsead.org](https://biglandscape.nsead.org)
  - [archive.nsead.org](https://archive.nsead.org)
- "You" means the individual accessing or using the website, or the Society, or other legal entity on behalf of which such individual is accessing or using the website, as applicable. Under GDPR, you can be referred to as the "data subject" or as the "user" as you are the individual using the website.

### **What data do we collect?**

The Society records what personal data it holds, where it comes from and with whom it is shared through its database.

The Society only collects the personal data that it needs, specifically.

- Name, address, phone number(s), email address, the name and address of a school or similar institution, membership category, payment information whether by cheque or credit/debit card. No credit card details are recorded by the Society, but if you choose to pay by Direct Debit your bank details are collected.
- Data in connection with specific activities, to include registration, placing an order, conducting research or surveys, volunteering.
- Images, personal descriptions, opinions, usernames collected on request.
- Technical information, to include information on how visitors use our website:
  - Technical information, including internet protocol (IP) addresses, log in information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.
  - Information about your visit including click stream to, through and from our website; products you viewed or searched for; page response time; length of visits to certain pages; interaction information; any phone number used to call our office number; the website visited before the NSEAD website. Please note that certain services on our website will not be available to you until you have registered to use our website as a member.

The Society does not obtain, hold nor process data with, from or about children and young people under the age of 18.

## **How do we collect your data?**

You directly provide the Society with most of the data we collect. We collect data and process data when you:

- Register as a member or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.
- Sign up to receive email marketing and communications from the Society.

The Society may also receive your data indirectly from the following sources:

- Google Analytics
- Social media platforms, including Meta, LinkedIn and BlueSky
- Campaign Monitor (an email marketing platform)

## **How will we use your data?**

The Society will only use your personal data on relevant lawful grounds as permitted by the EU General Data Protection Regulation (from 25 May 2018), UK Data Protection Act and privacy of Electronic Communication Regulation.

The Society may use Personal Data for the following purposes:

- To provide, maintain and improve our website: we will retain and evaluate information on your recent visits to our website and how you move around different sections for analytics purposes, to understand how visitors use our website so that we can make it more intuitive.
- To monitor usage of our website, such as how many people visit our website and which sections they visit most frequently.
- To manage your account: to manage your registration as a user of the website and member of the Society. The personal data you provide can give you access to different functionalities of the website that are available to you as a registered user.
- For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services you have purchased or of any other contract with us through the website.
- To contact you: to contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.

- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about, unless you have opted not to receive such information.
- To manage your requests: to attend and manage your requests to us.
- For business transfers: we may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal data held by us about our website users is among the assets transferred.
- For other purposes: we may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our website, products, services, marketing and your experience.

The Society will not sell or otherwise transfer your information to other parties, except for electronic and postal mailing houses to enable us to send you printed and electronic publications.

Your involvement with us will result in personal data being created. This could include details of how you have volunteered time with us, or been involved in our CPD events, or have made a donation to us.

Information gathered includes demographic data and browsing patterns but is only collected in aggregate form, no individual user is identified. This is used to identify information needs, audit usage of the website, and build up profiles.

We may collect sensitive personal data for Equal Opportunities monitoring, for example, if requested by funders.

If asked by the police, or any other regulatory or government authority investigating suspected illegal activities, we may need to provide your personal data.

If you are employed by us, we may collect extra information about you (references, criminal checks, medical conditions, etc). This information will be retained for legal or contractual reasons, to protect us (including in the event of an insurance or legal claim) and for safeguarding purposes.

Aggregate data, free of any individual or identifiable user details, may be shared with the Society's advertising partners for reporting and analytics purposes.

We will not sell, distribute or pass your personal information to third parties except in accordance with this policy or when requested to do so by law. If we do use a third party to capture some of our data on our behalf, for example, survey or research purposes, we would only do so if confident that they would treat your data securely, in accordance with our terms and conditions and in line with the requirements set out in the GDPR.

## **How do we store your data?**

Our IT systems are managed by DataConcept: [dataconcept.co.uk](https://dataconcept.co.uk)

Back up, archiving and data security is managed using Dropsuite, Military-Grade AES 256-bit Encryption.

The Society will hold your personal information on its systems for as long as you use the services you have requested, and remove it in the event that the purpose has been met; at your request; or in the case of membership, when you no longer want to continue as an NSEAD member.

## **Marketing**

The Society would like to send you information about products and services of ours that we think you might like, as well as those of relevant partner organisations, inclusive of advertising partners.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop the Society from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please email [info@nsead.org](mailto:info@nsead.org)

## **What are your data protection rights?**

The Society respects and ensure procedures are correctly in place to cover the rights of individuals as follows:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- The right not to be subject to automated decision-making to include profiling

If at any point you believe the information we possess on you is incorrect, you can request to see this information and have it corrected or deleted. You also have the right to be told how your personal information will be used. This section along with the data protection

policy is designed to give you clear understanding of how your data is stored and used by us.

For more information about your rights please consult the Information Commissioner's guidance at [ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/individual-rights](https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/individual-rights)

Where we rely on your consent to use your personal information, you have the right to withdraw that consent at any time.

If you wish to raise a complaint on how we have handled your personal data, you can contact us to have the matter investigated at [info@nsead.org](mailto:info@nsead.org)

### **Subject access requests**

You have the right to request a copy of the personal information the Society holds about you and to have any inaccuracies corrected. The Society will comply with your request within one month.

### **How do we use cookies?**

The Society uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website

### **What types of cookies do we use?**

We use the following cookies:

- Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website or make use of e-billing services.
- Analytical / performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. [Find out more information on Google's safeguarding and privacy policy.](#)
- Functionality cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- Targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in our Cookie Policy: [nsead.org/cookies](https://nsead.org/cookies)

### **How to manage your cookies**

You can set your browser to accept all cookies, some cookies or none. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

You can edit your cookie preferences on our website by clicking on the floating ‘Cookie Settings’ icon in the bottom right-hand corner of the browser window.

### **Privacy policies of other websites**

Other websites linked from the Society’s domain are not covered by this privacy statement.

### **Payments**

Payments made on our website are handled by Stripe and GoCardless. We recommend that you read their privacy policies before making a payment. These can be found at:

Stripe: [stripe.com/gb/privacy](https://stripe.com/gb/privacy)

GoCardless: [gocardless.com/privacy](https://gocardless.com/privacy)

The Society reserves the right to change our service providers without prior notice. Please check this page regularly for updates.

If making a purchase over the phone, you will be asked to provide your credit/debit card details which will be destroyed after use.

### **Data breaches**

The Society has procedures in place to detect, report and investigate a personal data breach through DataConcept.

## **Data protection by design and Data Protection Impact Assessments**

The Society will carry out a Data Protection Impact Assessment if it ever:

- Uses systematic and extensive profiling or automated decision-making to make significant decisions about people.
- Processes special category data or criminal offence data on a large scale.
- Systematically monitors a publicly accessible place on a large scale.
- Uses new technologies.
- Uses profiling, automated decision-making or special category data to help make decisions on someone's access to a service, opportunity or benefit.
- Carries out profiling on a large scale.
- Processes biometric or genetic data.
- Combines, compares or matches data from multiple sources.
- Processes personal data without providing a privacy notice directly to the individual.
- Processes personal data in a way which involves tracking individuals' online or offline location or behaviour.
- Processes children's personal data for profiling or automated decision-making or for marketing purposes, or offer online services directly to them.
- Processes personal data which could result in a risk of physical harm in the event of a security breach.

## **International users**

A small proportion of the Society's members live outside the UK. The Society maintains the same duty of care over all its members within the context of data protection.

The Society does not currently carry out cross-border processes and therefore has not sought to identify the lead supervisory authorities in other countries.

## **Images**

We may occasionally photograph or videotape events delivered by us. If you are present at the event your permission will be individually sought and your response respected.

## **Changes to our privacy policy and communicating privacy information**

The Society will ensure its privacy notice is available to all members and non-members. The Society will regularly refresh its privacy policy in line with future legislation.

This policy was last updated on **20 April 2026**.

## **Data Protection Officers**

The General Secretary takes overall responsibility for data protection by the Society for its members, non-members, tenants and employees, reporting to the Council of the Society. The Finance and Administration Manager has day to day responsibility for the implementation and monitoring of this policy.

## **How to contact us**

If you have any questions about the Society's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

**Email us at:** [info@nsead.org](mailto:info@nsead.org)

**Call us:** +44 (0)1225 810134

**Or write to us at:** NSEAD, 3 Masons Wharf, Potley Lane, Corsham, Wiltshire, SN13 9FY

## **How to contact the appropriate authorities**

Should you wish to report a complaint or if you feel that the Society has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

**Online:** [ico.org.uk/make-a-complaint](https://ico.org.uk/make-a-complaint)

**Helpline:** +44 (0)303 123 1113

**Address:** Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF