

# Privacy and Cookies

Designingwithpeople.org

## General

The Helen Hamlyn Centre for Design, Royal College of Art (HHCD) will protect the privacy of users of our services, and enquirers and visitors to our website in accordance with the Data Protection Act. The HHCD will minimise any intrusion or change to the configuration of individuals' browsers or internet-enabled devices.

Whenever personal information is voluntarily given to the HHCD by anyone, they consent to its collection and use by the HHCD in accordance with this privacy notice. Personal data submitted online to the HHCD will only be passed on to third parties who are directly involved in providing services to the HHCD for the purpose required. The HHCD will not disclose any personal data for any other use, to any other party unless we are obliged to do so by law.

## Security

The Royal College of Art is 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.

## Scope

This privacy notice explains how, why and what happens when the Royal College of Art collects personal information and automatically collected data, concerning:

- people who use our services, e.g. purchase publications
- visitors to our websites.

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## Personal Information

We will only use personal information for the purpose for which it has been gathered. For more information, please contact [webmaster@rca.ac.uk](mailto:webmaster@rca.ac.uk).

### **What personal information might we collect?**

When individuals register for any of our services: to make purchases, make an enquiry or report a problem, they may be asked to voluntarily provide personal information such as name and e-mail address.

### **How do we use your personal information?**

We will only use it for the purpose for which it has been gathered. For more information, please contact [webmaster@rca.ac.uk](mailto:webmaster@rca.ac.uk).

### **Directories**

If anyone voluntarily submits personal data for inclusion in any HHCD directory or information service, it may be seen by anyone else who has access to that directory or service. People should not submit any personal data that they do not want to be made public in this way, no one should send any personal data about anyone else without their permission.

### **Cookies and Automatically Collected Data**

The HHCD may use cookies on its website. A cookie is a small text file that is sent from a web server to your browser and may be stored on your computer, designed to collect data for statistical purposes. A cookie can't read data off your hard disk or read cookie files created by other sites. HHCD website cookies do not collect any personal information, but can automatically collect data based on visitor browser settings and context (e.g: location, device, browser) and the use of our web sites. You can configure your browser to refuse any cookie or to alert you to when a cookie is being sent. If you refuse cookies, some websites may not function. The cookies used on, <http://www.designingwithpeople.rca.ac.uk>

- **Site:** <http://www.designingwithpeople.rca.ac.uk>
- **Cookie:** Google Analytics
- **Name:** utma; \_utmb, \_utmc, \_utmz
- **Purpose:** These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.
- **Information:** For an overview of privacy at Google see <http://www.google.com/analytics/learn/privacy.html>

Any data collected automatically from visitors to our web site through the use of cookies will be used to improve the sites, and will not and cannot be used to identify any visitor. Consent by site visitors for this anonymous data to be collected and used by HHCD for the purpose stated above will be assumed by your continued navigation of this website.

We will not associate any data gathered from this site with any personally identifying information from any source. We may also log Internet Protocol (IP) address (but nothing that directly identifies visitors) in order to receive and send the required information over the internet.

### **What data might we collect?**

Cookies on HHCD website (with the suffix URL suffix: rca.ac.uk) are used to gather anonymous data such as which pages are viewed, what time the visit occurred, if the visitor has been to the site before, and which site referred the visitor to the web page etc.

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

- to provide visitors with a tailored and appropriate experience, when they return to a web site
- for analytical purposes - to count the number of unique visits to a pages or click patterns, and in what context visitors navigate through the website, so that we can improve the content and navigation
- to report statistics internally and to regulatory authorities on request
- to measure web site performance where such storage or access is strictly necessary for the provision of a service requested by the subscriber, visitor or user.

### **Links to Other Websites**

The HHCD website contains links to other websites. We are not responsible for the privacy practices of other sites. We encourage our visitors to be aware when they leave our website, and to read the privacy arrangements of other sites that collect or use personal data.

### **Contacts**

This is a website of Royal College of Art, an exempt charity which operates under the Terms of a Royal Charter. Our registered office is at Kensington Gore, London SW7 2EU.

Individuals have certain rights of access to their personal data. If you want to request any information about your personal data, please contact: [webmaster@rca.ac.uk](mailto:webmaster@rca.ac.uk).

If you are not satisfied with how we have dealt with your request, you may contact the Information Commissioner's Office at [http://www.ico.gov.uk/complaints/data\\_protection.aspx](http://www.ico.gov.uk/complaints/data_protection.aspx)

Updated 30 May 2012