

WAAW WORLD — PRIVACY POLICY

Last updated: 15.11.2025

Women Artists' Art Week World ("WAAW World", "we", "our", "us") is committed to protecting your personal data, respecting your rights, and communicating transparently about how we collect and use information.

This Privacy Policy explains how we handle personal data across our website, email communications, social platforms, events, and our wider programming. It also covers data received from artists, galleries, institutions and partners participating in WAAW initiatives.

WAAW World is a registered Community Interest Company in England and Wales.

Company Number: 16417349

Contact emails for privacy matters:

- admin@waawworld.com
 - info@waawworld.org
-

1. Who We Are

WAAW World exists to advance gender equity in the art world by increasing visibility, access and opportunities for women artists globally. We work with galleries, institutions, artists, cultural partners and audiences around the world to highlight under-represented voices.

For the purposes of the UK GDPR, EU GDPR and the Data Protection Act 2018, WAAW World is the *data controller* for personal data collected through our website and activities.

2. The Information We Collect

We collect and process personal data in the following ways:

a. Information you provide directly

- **"Join WAAW" website form:** name, surname, email address, comments or messages.
- **Email or direct messages:** any information you send to us by email, Instagram or other communication channels.
- **Professional interactions:** business cards, introductions, event RSVPs, networking contacts.

- **Artist and gallery submissions:** artwork images, artist CVs, biographies, exhibition texts, curatorial statements, press materials, contact information.
- **Event participation:** names, email addresses, role, and imagery (photography or video) from events.

b. Information collected automatically

With your consent, our website may collect:

- IP address
- browser type
- device identifiers
- pages visited
- interaction with embedded content (Instagram, YouTube, Vimeo)

These tools only activate after you accept cookies through our consent banner.

c. Information from third-party platforms

- **Crowdfunding (e.g., GoFundMe):** we receive confirmation of donations and supporter details shared by the platform, but we do *not* process payment card information.
 - **Social media platforms:** information you make publicly available or share with us.
-

3. How We Use Your Information

We process personal data for the following purposes:

a. To communicate with you

- responding to enquiries
- confirming participation
- inviting galleries, artists, partners and institutions
- sending information about WAAW activities, opportunities and events
- future newsletters (with the option to unsubscribe at any time)

b. To operate and improve our website

- understanding engagement
- enabling functionality of embedded content

- maintaining security

c. To organise programming

- event registrations
- coordination with galleries, artists and speakers
- documentation and archiving of WAAW events (photography, video)

d. To highlight artists and participating galleries

We may publish:

- artwork images provided by artists or galleries
- exhibition texts, biographies or curatorial material
- event and programme documentation

We credit all images as “Courtesy of [Artist/Gallery]” unless instructed otherwise.

e. To comply with legal obligations

Including managing opt-outs, access requests and safeguarding rights.

4. Lawful Bases for Processing (UK/EU GDPR)

We rely on the following lawful bases:

- **Consent:** newsletters, cookie-based analytics, marketing emails, optional tracking tools.
- **Legitimate Interests:** communicating with professional contacts, art-sector outreach, documenting events, managing submissions, promoting WAAW programming.
- **Contract:** when coordinating participation or collaborations.
- **Legal Obligation:** record-keeping, responding to regulatory requests.

You may withdraw consent at any time.

5. Artists’ & Galleries’ Materials (Art-Sector Specific)

WAAW frequently receives:

- artwork images
- photography
- documentation
- exhibition texts
- statements and biographies

Copyright remains with the artist or gallery.

Unless expressly agreed otherwise, WAAW uses materials for:

- website visibility
- press features
- event promotion
- social media
- digital archiving
- programme communication

always with credit (“Courtesy of…”).

If you wish to update, restrict or remove imagery, please contact us using the emails listed above.

6. Event Photography & Filming

WAAW documents events, talks and exhibitions through photography and video. These materials may be used for:

- reporting and documentation
- press and publicity
- social media
- archives
- future WAAW programming

Where appropriate, signage or announcements will indicate that photography is taking place.

Individuals may request removal of identifiable images unless they appear only incidentally in public-interest documentation.

7. Cookies & Tracking Technologies

Our website uses cookies and similar technologies.

Analytics and marketing tools **only activate with your consent**.

Details are provided in the Cookie Policy below.

8. Sharing Your Information

We may share personal data with:

- website hosting provider
- email hosting provider (Hostinger)
- cloud storage providers (Google Drive, Dropbox, Notion)
- social platforms (Instagram, YouTube, Vimeo)
- professional partners involved in WAAW programming
- event documentation suppliers (photographers, videographers)
- crowdfunding platforms (e.g., GoFundMe)
- analytics tools, if activated with your consent

We do **not** sell personal information.

9. International Transfers

Some partners and tools may be located outside the UK/EU.

Where this occurs, we rely on:

- adequacy decisions
 - standard contractual clauses
 - supplementary measures
-

10. Data Retention

We retain:

- contact information: until you request deletion or we no longer need it

- artist/gallery submissions: for programme relevance and archival record
 - event documentation: indefinitely for cultural archiving unless removal is requested
 - consent-based data (newsletter/marketing): until you unsubscribe
 - analytics cookies: according to expiration periods listed in the Cookie Policy
-

11. Your Rights (UK/EU GDPR)

You have the right to:

- access your personal data
- correct inaccuracies
- request deletion
- withdraw consent
- object to processing based on legitimate interests
- request restriction of processing
- request data portability
- lodge a complaint with the ICO (UK) or your local EU authority

To exercise any of these rights, contact us at:

admin@waawworld.com or **info@waawworld.org**

12. Children

Our website and communications are intended for people aged 16+.

Children may attend events accompanied by adults, and we document events in line with safeguarding and consent norms.

13. Updates to This Policy

We may update this Privacy Policy to reflect changes in our activities or legal requirements. We will indicate the updated date at the top of this page.

COOKIE POLICY

Last updated: 15.11.2025

This Cookie Policy explains how WAAW World uses cookies and similar technologies on our website.

We use a **prior-consent** approach in the UK/EU.

Non-essential cookies will only be activated after you click “Accept”.

1. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help websites function, remember preferences, understand usage and deliver relevant content.

2. Types of Cookies We Use

a. Strictly Necessary Cookies

Required for the website to work (security, basic functions).
These do not require consent.

b. Preference Cookies

Remember choices such as language, region or form inputs.

c. Analytics Cookies (*optional – consent required*)

Used to understand engagement and improve website performance.
Possible providers:

- Google Analytics
- Hotjar
- Google Tag Manager

These tools only load if you grant permission through the banner.

d. Marketing Cookies (*optional – consent required*)

Used for interest-based advertising or measuring visibility (e.g., Meta Pixel), if activated.

WAAW may use such tools in the future but none are active without your consent.

e. Embedded Content Cookies

When you view Instagram posts, YouTube/Vimeo videos, or other embedded media, those third parties may place cookies.

These only load with your consent.

3. How to Manage or Withdraw Consent

You can:

- change your cookie preferences at any time through the banner
 - clear cookies through your browser
 - block third-party tracking tools
-

4. Third-Party Providers

When cookies come from third parties, their respective privacy policies apply. These include (where relevant):

- Instagram / Meta
 - YouTube / Google
 - Vimeo
 - GoFundMe
 - Google Analytics
 - Hotjar
-

5. Changes to This Cookie Policy

We may update this policy periodically. The updated date will always appear at the top of this page.