

The Data Protection Regulations of the Kogo Gallery

Valid as of 01st June 2020

The Data Protection Regulations of the Kogo Gallery regulate the processing of personal data and using cookies on its website kogogallery.ee, hereinafter referred to as the Kogo Gallery website or the website.

DEFINITIONS

Processing personal data – any activity related to data, e.g. collecting, organizing, storing, changing, reading, using, sharing, consolidating and deleting data;

Kogo Gallery website – a set of web documents (including pictures, PHP and HTML files) available through the domains and subdomains of the kogogallery.ee;

User – any person who visits the Kogo Gallery website;

Services – all free and paid products and services offered by the Kogo Gallery on its website;

Third person – a contractual party of the Kogo Gallery who processes personal data and whose products or services are used by the Kogo Gallery to offer services to users, or the provider of the application used by the Kogo Gallery.

WAYS OF OBTAINING DATA

The Kogo Gallery obtains data of users in two ways:

- The user provides data to the Kogo Gallery, e.g. his/her name e-mail address, postal address or telephone number;
- The Kogo Gallery collects data with regard to the user's behaviour and use of services, e.g. which web page he/she visited, which device he/she used.

TYPES OF DATA

The Kogo Gallery gets the following data of users:

- Personal data – any data which enable the identification of natural persons, e.g. name, email address, postal address, telephone and IP address;
- Traffic data – other data with regard to how users use services, e.g. versions of their operation systems, types of web browsers, date and time of visiting the website.

PURPOSE OF PROCESSING DATA AND USER CONSENT

The user gives his/her consent to the Kogo Gallery to process his/her data through the website in the following ways:

- By subscribing to the mailing list of the Kogo Gallery the user give the Kogo Gallery the right to **send notifications** to the user's email address about new exhibitions, events, artworks and blog posts;
- By submitting an enquiry or reservation form, the user gives the Kogo Gallery the right to answer his/her questions, provide required services, and improve and personalize services;
- By allowing cookies the user agrees to the Kogo Gallery website traffic statistics collection and analysis in order to improve the website user experience and enhance marketing strategies;
- For processing the user's data by the Kogo Gallery for any other purposes is allowed only with the user's consent or with the permission of law enforcement authorities pursuant to the Personal Data Protection Act.

USER RIGHTS

The user shall have the right at all times:

- To apply to have the access to his/her data;

- To require the rectification, amendment or erasing his/her personal data as provided for in legal acts;
- To prohibit or set limits to processing his/her personal data, except in the case when it is needed for performing contractual obligations, including for providing services.

To use his/her rights, the user should email an application at kogo@kogogallery.ee.

If the user has subscribed to the Kogo Gallery mailing list, he/she can unsubscribe from the mailing list and stop receiving letters by clicking the link at the end of the email.

To control using cookies, the user can make appropriate choices in the settings of his/her browser.

If the user believes that there has been his/her personal data breach, he/she should contact the Estonian Data Protection Inspectorate (<https://www.aki.ee/et>).

MAKING DATA AVAILABLE TO THIRD PERSONS

The Kogo Gallery does not transmit the data of users to third parties without the consent of data subjects, except in the cases set forth in these regulations and in legal acts.

The Kogo Gallery is authorized to transmit the data of users to the following persons:

- Authorized processors or persons who process user data on behalf of the Kogo Gallery, e.g. a responsible person, an accountant;
- Cooperation partners to provide services to user, e.g. logistic partners who deliver goods to users. Such cooperation partners are carefully selected and approved by the Kogo Gallery;
- In addition, the Kogo Gallery uses the services of third persons as follows:
 - email forward and management tool (Mailchimp, <http://mailchimp.com/legal/privacy/>);
 - website hosting (Zone.ee, <https://www.zone.ee/et/lepingud/privaatsusteade/>);
 - website user statistics analysis tool (Google Analytics, <http://www.google.com/analytics/learn/privacy.html>);
 - social media advertising tools (<https://www.facebook.com/policy.php>).

FORM, STORAGE AND PROTECTION OF DATA

The Kogo Gallery stores data of users in writing to allow the representation of such data in the future and make excerpts of such data in other form as needed.

- The Kogo Gallery stores user data as long as is reasonable and necessary for the achievement of the purposes the Kogo Gallery has regarding processing such data.
- The Kogo Gallery takes all necessary organisational, physical and IT-related security measures to ensure completeness, operability and confidentiality of user data.

COOKIES

The Kogo Gallery uses cookies for better user experience, more efficient marketing and to collect user statistics.

By visiting the Kogo Gallery website the user agrees to the use of cookies in the manner set forth in these Regulations.

A cookie is a small text file sent by the website and stored in the user's computer by the user's web browser. Cookies can be created by different service providers, e.g. Google and Facebook, and cookie files are not harmful to computers.

There are two types of cookies:

1. **Persistent cookies** are stored permanently in the cookies file of the user's computer. Persistent cookies can be used for user recognition in repeated visits of the website and for personalizing the website content to meet user needs, or for collecting statistical data.
2. **Session cookies** are temporary and disappear when the user leaves the website or closes the browser. Session cookies can be used to enable the application of certain functions of the website, e.g. services or products.

Cookies are used to track the user's website browsing habits to make the website more personal and user-friendly. In addition, cookies enable user statistics collection to measure and improve the functionality of the website and provide user data for effective marketing.

Users are considered to agree to the use of cookies when cookies are enabled in their browser settings. Usually browsers have a default to allow saving cookie files in the device. The user can block all cookies or delete them in his/her device by making appropriate changes in browser settings. By doing so the website may not work properly. Please find instructions for blocking cookies here: [Chrome](#), [Internet Explorer](#), [Safari](#).

For user statistics the Kogo Gallery uses the Google Analytics tool and collects data about the subsites used, time spent on the website, number of visits, devices and entry channels used, etc. However, the Google Analytics tool may get data about user activities without using cookie files. In order to disable the Google Analytics to use one's data, the user can install in his/her device an application that blocks the Google Analytics: [Google Analytics Opt-out Browser Add-on](#). Please find more information about [advertising on Facebook](#) and [Facebook Pixel](#).

AMENDMENT OF PRIVACY CONDITIONS

The Kogo Gallery reserves the right to change privacy conditions unilaterally and without prior notice to ensure their conformity with legislation. The up do date version of the privacy conditions are always available on the website.

For any questions about the privacy conditions and data processing, please contact us at kogo@kogogallery.ee.