

## My privacy policy

I love what I do – freeing creativity and accelerating sustainable creation. This is my life. I do it to serve you and humanity. So, I take your privacy very seriously. I hate receiving emails that don't resonate with me. This privacy policy reflects these beliefs and how I use your data. It applies between you, as the User of this Website and the services it provides and me, as Alexander Inchbald, President of The (artist) inside SARL, a limited liability company, registered in the canton of Vaud, Switzerland, as the owner and provider of this Website. alexander-inchbald.com, The #Masterpiece Agency and The #Masterpiece Community are brands operated by The (artist) inside SARL. This privacy policy applies to how I use any and all Data you or a partner provided to me in relation to your use of this Website.

**Please read this privacy policy carefully if you would like to understand more or contact me at [alexander@alexander-inchbald.com](mailto:alexander@alexander-inchbald.com) if you have any questions.**

### Definitions and interpretation

1. In this privacy policy, the following definitions are used:

<b>Data</b>	collectively all information that you submit to me, via the Website or provided via email by partners whom The (artist) inside SARL serves. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
<b>Cookies</b>	a small text file placed on your computer by this Website (or more exactly WordPress, the content management system on which it is built) when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below ( <b>Cookies</b> );
<b>Data Protection Laws</b>	any applicable law relating to the processing of personal Data, including but not limited to the Directive 96/46/EC (Data Protection Directive) or the GDPR, and any national implementing laws, regulations and secondary legislation, for as long as the GDPR is effective in the UK;
<b>GDPR</b>	the General Data Protection Regulation (EU) 2016/679;
<b>The (artist) inside SARL, or us</b>	The (artist) inside SARL of Rue du Roveray 20 , c/o Vallea, Switzerland, 1201;
<b>UK and EU Cookie Law</b>	the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;

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**User or you**

any third party that accesses the Website and is not either (i) employed by The (artist) inside SARL and acting in the course of their employment or (ii) engaged as a consultant or partner otherwise providing services to The (artist) inside SARL and accessing the Website in connection with the provision of such services; and

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**Website**

the website that you are currently using, [www.alexander-inchbald.com](http://www.alexander-inchbald.com), [www.themasterpiece.agency](http://www.themasterpiece.agency) or [www.themasterpiece.community](http://www.themasterpiece.community) and any sub-domains of these sites unless expressly excluded by their own terms and conditions.

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2. In this privacy policy, unless the context requires a different interpretation:

- a. the singular includes the plural and vice versa;
- b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
- c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
- d. "including" is understood to mean "including without limitation";
- e. reference to any statutory provision includes any modification or amendment of it;
- f. the headings and sub-headings do not form part of this privacy policy.

**Scope of this privacy policy**

3. This privacy policy applies only to the actions of The (artist) inside SARL, and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
4. For purposes of the applicable Data Protection Laws, The (artist) inside SARL, is the "data controller". This means that The (artist) inside SARL, determines the purposes for which, and the manner in which, your Data is processed.

**Data collected**

5. As The (artist) inside SARL, I may collect the following Data: name and email address if you attend an event, exhibition or workshop that I facilitate or take part in a program such as articulating your Personal Purpose; in each case, I do so in accordance with this privacy policy.

**How I collect Data**

6. I collect Data as The (artist) inside SARL, in the following ways:
  - a. data is given to me by you;

b.data is given to me by one of my partners (e.g. Karen Kennaby / Ellev8, Maryn van Biljon / Blooming your Masterpiece, Shannon Simpson / #Masterpiece Magic etc...) for the purpose of running programs such as #Masterpiece that I deliver on their behalf;

c.data is collected automatically.

### **Data that is given to us by you**

7.The (artist) inside SARL, will collect your Data (in the form of email, name etc.) in a number of ways, for example:

a.when you contact me through the Website, by telephone, post, e-mail or through any other means;

b.when you register with me and set up an account to receive our products/services;

c.when you use my services;

d.when you attend one of ,y events, exhibitions, workshops or retreats;

in each case, I do so in accordance with this privacy policy.

### **Data is given to us by a partner**

8.As The (artist) inside SARL, I will sometimes collect your Data (such as name and email address) when a partner provides it to me to deliver a program such as #Masterpiece.

Again, this is done, in accordance with this privacy policy.

### **Data that is collected automatically**

9.To the extent that you access the Website, I will collect your Data automatically, for example:

a.I automatically collect some information about your visit to the Website. This information helps me to provide a better experience, and may include your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.

b.I (or more specifically WordPress, the content management system we use) will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

### **My use of Data**

10.Specifically, Data may be used

a.to invite you to exhibitions, share excerpts of my book(s), articles, interviews, talks or invite you to join me at creativity, leadership workshops or programs I am running;

b.to improve your experience of this website (so you don't have to keep signing in):

in each case, I do so in accordance with this privacy policy.

11. I may use your Data for the above purposes if I deem it necessary to do so for legitimate reasons. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).

12. When you register with me and set up an account to receive my services, the legal basis for this processing is the performance of a contract between you and me and/or taking steps, at your request, to enter into such a contract.

### **Who I share Data with**

13. I may share your Data with Creative Leadership Partners (the company I cofounded) – in case, it makes sense for that company (a limited liability partnership, based in Switzerland) to serve you more effectively than I can as a sole trader. In this case, I do so in accordance with this privacy policy.

### **Keeping Data secure**

14. I will use technical and organisational measures to safeguard your Data, for example:

- a. access to your account is controlled by a password and a user name that is unique to you.
- b. your Data is stored on secure servers.

15. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let me know immediately by contacting me via this e-mail address: [Alexander@Alexanderinchbald.com](mailto:Alexander@Alexanderinchbald.com).

16. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org).

### **Data retention**

17. Unless a longer retention period is required or permitted by law, I will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.

18. Even if I delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes. There's little I can do about this.

### **Your rights**

19. You have the following rights in relation to your Data:

- a. **Right to access** - the right to request (i) copies of the information I hold about you at any time, or (ii) that I modify, update or delete such information. If I provide you with access to the information I hold about you, I will not charge you for this, unless your request is "manifestly unfounded or excessive." Where I am legally permitted to do so, I may refuse your request. If I refuse your request, I will tell you the reasons why.
- b. **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete.
- c. **Right to erase** - the right to request that I delete or remove your Data from our systems.
- d. **Right to restrict our use of your Data** - the right to "block" me from using your Data or limit

the way in which I can use it.

e. **Right to data portability** - the right to request that I move, copy or transfer your Data.

f. **Right to object** - the right to object to my use of your Data including where I use it for our legitimate interests.

20. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact me via this e-mail address: Alexander@Alexanderinchbald.com.

21. If you are not satisfied with the way a complaint you make in relation to your Data is handled by me, you may be able to refer your complaint to the relevant data protection authority. For Switzerland, this is The Federal Data Protection and Information Commissioner (FDPIC). The FDPIC's contact details can be found on their website at <https://www.edoeb.admin.ch/>

22. It is important that the Data I hold about you is accurate and current. Please keep me informed if your Data changes during the period for which I hold it.

### Links to other websites

23. This Website may, from time to time, provide links to other websites. I have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

### Cookies

24. This Website may place and access certain Cookies on your computer. As The (artist) inside SARL, I use Cookies only to improve your experience of using the Website.

25. All Cookies used by this Website are used in accordance with current Swiss and EU Cookie Law.

26. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling me as The (artist) inside SARL, to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.

27. This Website may place the following Cookies:

Type of Cookie	Purpose
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, use a shopping cart or make use of e-billing services.

28. You can find a list of Cookies that I use in the Cookies Schedule.

29. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help

menu in your internet browser.

30. You can choose to delete Cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

31. I recommend that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

32. For more information generally on cookies, including how to disable them, please refer to [aboutcookies.org](https://aboutcookies.org). You will also find details on how to delete cookies from your computer.

### **General**

33. You may not transfer any of your rights under this privacy policy to any other person. I may transfer my rights under this privacy policy where I reasonably believe your rights will not be affected.

34. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

35. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

36. This Agreement will be governed by and interpreted according to the law of The Canton of Geneva, Switzerland. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the law of the Canton of Geneva.

### **Changes to this privacy policy**

37. The (artist) inside SARL, reserves the right to change this privacy policy as I may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.

You may contact me by email at [alexander@alexanderinchbald.com](mailto:alexander@alexanderinchbald.com) at any time if you have any questions about this Privacy Statement.

**5 February 2024**

## Cookies

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please let us know.

Strictly necessary

We use the following strictly necessary cookies:

<b>Description of Cookie</b>	<b>Purpose</b>
This site is built on Wordpress, which uses cookies to remember you.	The purpose is to maintain between sessions so, for instance, you remain logged in.