

## Privacy Policy

Bents Contemporary Art Ltd (“we,” “us,” “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

---

### Data Controller

Bents Contemporary Art Ltd is the data controller. For privacy queries or to exercise your rights, contact [info@bentscontemporary.co.uk](mailto:info@bentscontemporary.co.uk) or write to our registered office.

We may collect and process the following information:

### Information We Collect

We may collect and process the following information:

- Identity and Contact Data (name, address, email, phone number).
- Transaction Data (payment details, billing and shipping addresses).
- Technical Data (IP address, browser type, cookies, and analytics).
- Marketing and Communications Data (preferences, subscription to newsletters).
- KYC/Verification Data (e.g., date of birth, ID documents, proof of address) where required for fraud prevention, anti-money laundering (AML) or sanctions compliance; Provenance/ownership information for artworks; Communications records (emails, messages, call notes) for transaction support.

### How We Use Your Information

We process your data for the following purposes:

- To fulfil and manage your orders.
- To communicate with you about purchases, deliveries, and enquiries.
- To provide customer support.
- To send you marketing communications. We only send marketing emails with your consent or where the soft opt-in applies (existing customer purchasing similar products). You can unsubscribe at any time via the link in our emails or by contacting us. We comply with PECR for electronic marketing.
- To improve our website and services.

### Lawful Basis for Processing

We process personal data under the following lawful bases:

- Contractual necessity (to complete your order).
- Legal obligations (e.g. record keeping, fraud prevention).
- Legitimate interests (business development and marketing).
- Consent (for newsletters and promotions).

- Marketing is based on consent (opt-in) or soft opt-in where permitted; you may opt out at any time.
- We may process KYC/verification data where required to comply with legal obligations (e.g., AML, sanctions checks) and for our legitimate interests (fraud prevention, risk management).

## Sharing Your Information

We only share personal data with trusted third parties:

- Payment processors (e.g. Stripe, PayPal).
- Sales Platforms (e.g. Artsy, 1<sup>st</sup> Dibs, Singulart)
- Shipping and logistics providers (e.g. Art Move Ltd, Pack & Send, DHL, UPS)
- IT and marketing support services.
- Insurers
- We do not sell or rent your personal data to third parties.

## Data Storage and Security

Your data is stored securely on servers located in the UK/EU. We take appropriate security measures to prevent unauthorised access, disclosure, or loss. We use administrative, technical and physical safeguards proportionate to risk. In the unlikely event of a personal data breach, we will assess the risk and notify the ICO and affected individuals where legally required.

## International Transfers

Where data is transferred outside the UK/EEA, we rely on an adequacy decision or implement IDTA/SCCs and additional safeguards to protect your data.

## Data Retention

We keep transaction records for 7 years (tax/AML purposes). KYC/verification data is retained for up to 5 years after the end of the business relationship (or longer if required by law). Marketing data is retained until you withdraw consent or we determine it is no longer needed.

## Your Rights

Under UK GDPR, you have the right to:

- Access, correct, or delete your data.
- Restrict or object to processing.
- Withdraw consent at any time.
- Lodge a complaint with the Information Commissioner's Office (ICO).
- To exercise rights (access, rectification, erasure, restriction, portability, objection), email [info@bentscontemporary.co.uk](mailto:info@bentscontemporary.co.uk) with "Data Request" in the subject. We may request ID and respond within one month.

## Cookies

We use a cookie consent tool to record your choices (necessary, analytics, marketing). You may change preferences at any time via the cookie banner or browser settings. See our Cookie Policy for details.

## Children

Children. Our services are not intended for children under 16 and we do not knowingly collect their data.

## Contact Us

For any privacy-related enquiries, please contact:

**Bents Contemporary Art Ltd**

12 Old Bond Street, Mayfair, London, W1S 4PN

Email: [info@bentscontemporary.co.uk](mailto:info@bentscontemporary.co.uk)