

The Dreamshare Seer

A visualised
dreaming project

Privacy Policy

We are committed to protecting your privacy and keeping your information secure.

This policy provides transparent information about the personal information that The Dreamshare Seer collects, and the ways in which The Dreamshare Seer uses that personal information. Using personal information allows us to develop a better understanding of our audiences and in turn to provide you with relevant information about the work that we do.

The purpose of this policy is to give you a clear explanation of how we collect and use the information we collect from you directly. Under data protection and privacy laws, we are responsible for making sure your personal information is being processed lawfully, fairly and responsibly.

This policy explains:

- which information we might collect about you, for what purpose and under what legal basis
- where we store your information and how long we keep it
- your rights under data protection and privacy laws
- how you can control what marketing communications you receive from us
- information about cookies your devices may receive when using our website

In handling your information:

- We will ensure your data is protected and your privacy is kept

- We will only collect and process your data when necessary
- We will not sell, let, or in any way distribute or, make public your personal information
- We will never spam you

The Dreamshare Seer processes Personal Data as a Controller, as defined in the Directive and the GDPR.

If you have any questions or concerns, you can email us at community@dreamshareseer.org

The Project

The Dreamshare Seer: A dream visualisation project with the Isle of Sheppey.

By artist, [Adam Chodzko](#)

The project is being created as an artwork, and is also part of Adam's research project, for his visual art practice-led [PhD](#) in the School of Arts, at [Leeds Beckett University](#), Leeds, UK.

Adam's PhD title is;

The Dreamshare Seer: A tool for visualising the co-created dreamlife of a community.

Adam's supervisors for this PhD research project are **Professor Christian Bök** and **Dr Mathieu Copeland**.

The purpose of the project: Adam Chodzko, (together with the rest of the core Dreamshare Seer team: James Montgomery, Isaac Clarke, Catherine Herbert and Emma Leach) are trying to explore, with the public, what a specific community's dreams look like? What might these dreams have in common? Does sharing a dream within a community influence the feelings of connection between members of that community? How might Artificial Intelligence (AI) help create these connections? How might this collective dream project relate to the social functions of indigenous dreamwork?... etc. We have lots of questions! (You'll find more of our [research questions](#) on [The Dreamshare Seer site](#)).

The project is an experiment to explore these questions, as well as being an artwork co-created by a community.

We are [non-profit](#) and have funded this project through Arts Council of England, the British Council, Leeds Beckett University and the Elephant Trust (please see our [Partners](#) page for details)

Collecting Personal Information

The Dreamshare Seer may collect and use the following kinds of personal information:

- Personal details and contact information
- Information about your use of this website including ‘cookies’, which enables the website to remember your information if you return to the site, such as to keep you logged in or to remember your login credentials if you return to the site
- Your website interaction information, such as anonymous IP Address, geographical location, device and operating system, internet browser type and version, URLs with regards to how you came to this website, your activity on this website and where you exit to
- Information that you provide for completing a web form on the website, that you give us in person, by filling in forms or by corresponding with us by email
- Your email address and subscription preferences when you sign up to our mailing list including how you use our emails – for example, whether you open them and which links you click on
- The content you post on our social media channels (text, images, photographs, messages, or any other kind of content), or when you use, engage with our digital platforms.
- And any other information that you send to the company

Using Personal Information

The Dreamshare Seer may use your personal information:

- To keep you informed about The Dreamshare Seer’s activities, where you have consented to be contacted
- For internal record keeping and accounting, such as record keeping of enquiries, feedback or complaints

- To contact you for market research purposes which may be done using email. Such information may be used to customise or update the website
- To personalise and otherwise improve your experience of our website
- To enable your access to and use of the website services
- To invite you to participate in voluntary surveys or research comply with legal and regulatory obligations (for example to government bodies and law enforcement agencies)
- To ensure that the content and timing of communications that we send you are as relevant to you as possible
- In order to identify and prevent fraud

You have the right to object to how we process your data at any time. If you wish to do so, please contact us at community@dreamshareseer.org
Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not collect this type of information about our audiences unless there is a clear reason for doing so. For example, we may collect health information about participants taking part in workshops to ensure accessibility.

Our legal basis for processing your information

We are required to outline the legal basis on which we process your personal data.

Legitimate interest

Where we believe it is of legitimate interest to you, or us, to process your data, we will. We will not use your personal information for activities where our interests are overridden by the impact on you. For example, where collection and use of your information would be excessively intrusive.

Consent

In many instances, we will rely on obtaining your consent to our use of your personal information in a certain way. For example, asking for your consent to use your personal information to send you direct marketing information. For any situations where the above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Where we store your information

We will never sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

We will only disclose your personal information to third parties who provide services to us, as clearly listed below. When we do so they are required to act in accordance with our instructions and this Privacy Policy, to keep your personal information secure and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal information for their own purposes.

The information that we collect from you may be transferred to, and stored, outside the European Economic Area (“EEA”) and it may also be processed by staff operating outside the EEA, who work for us or for one of our suppliers:

- our marketing email provider, [Mailchimp](#)
- our staff only office software and systems

By providing personal data to us, you agree to this transfer, storing or processing. We will take all steps necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

Unfortunately, the transmission of information via the Internet (including via email) is not completely secure and we cannot guarantee the security of your data transmitted to us – therefore any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Our website may include embedded content from third-parties and this content can behave in the same way as if you had visited their website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content,

including tracking your interaction with the embedded content if you have an account and are logged in to that website.

How long we keep your information for

We will only keep the information we collect about you for as long as required for the purposes set out here or as required to comply with any legal obligations to which we are subject.

Some personal information may be retained by us in archives for statistical or historical research purposes although we will do this in a manner that complies with data protection law. Personal information that we no longer need is securely disposed of and/or anonymised so you can no longer be identified from it.

This first phase of The Dreamshare Seer project, focused on Sheppey, will be running until December 2024 (to be confirmed). At this point, so that we can move onto the next phase (focusing on a new community – t.b.c.) we will pause the ability for participants to register new accounts or upload new dream descriptions and we'll erase all existing *registration* emails. At this point we'll also have to restrict access to your own dream archive on the site. Updates as to the exact ending date of this first phase project will appear in new versions of our [Participant information](#), and in our [FAQ's](#).

Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. If you have agreed to be contacted with marketing communications, we may use your personal information to send you the latest information. To do this we may use the data that we have stored about you, such as what events you have booked for in the past, as well as any preferences you may have told us about.

While you are opted in to receive marketing communications, we will store records of what communications we have sent you and how you have engaged with them. If you opt-out, we will store only enough to ensure that we do not contact you against your wishes.

Even if you have opted out of marketing communications, we may still need to contact you if you carry on dealing with us, including:

- to provide you with information you need in order to participate in an activity or event you have registered for

If you no longer wish to receive marketing communications from us, please contact us at community@dreamshareseer.org, click on the unsubscribe link in an email from us, or use the contact details at the end of this policy.

Mailchimp

The Dreamshare Seer uses MailChimp to manage our newsletter and bulk customer communications. We will store some of your information, including your email address, IP address and certain information about the email links you click within the emails we send you, on a Mailchimp server.

We will keep a record of consent for marketing communications. We may email existing customers infrequently on the basis of the legitimate interests with non-marketing and essential communications.

There's no third-party tracking in messages we send through MailChimp besides their own analytics. Neither we, nor Mailchimp, will ever sell your email address or share it with any other party, unless we are legally compelled to do so.

MailChimp's privacy policy is available at: <http://mailchimp.com/legal/privacy>

Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyse how users use the site. For information on what a cookie is, please see below in this policy.

Google Analytics is set to collect data anonymously, with the IP anonymisation configuration setting activate and will not record the full IP address.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, please note if you do this you may not be able to use the functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Software and Third-parties

The Dreamshare Seer will use software and trusted third-parties to fulfil our contractual obligations to you in the performance of our services and completing transactions. By requesting information or delivery of a service and product, we process your data under the lawful basis of contract.

By registering with us, you understand and agree that personal information you provide may be held on Mailchimp.

The Dreamshare Seer does not sell or rent your personal data to marketers or unaffiliated third parties.

The Dreamshare Seer will ensure they have contracts with them that confirm your data will be processed following GDPR regulations.

The Dreamshare Seer may disclose your personal information to the extent that it is required to do so by law, in connection with any legal proceedings or prospective legal proceedings, and in order to establish, exercise or defend its legal rights.

In the future, we may sell, buy, merge, or partner with other companies or businesses. In such transactions, user information may be among the transferred assets, and we will notify you in advance of such transfer.

Securing your data

The Dreamshare Seer will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

The Dreamshare Seer will store all the personal information you provide on its secure servers. We will never provide access to our databases to a non-trusted third party detailed in this policy.

We put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. Where possible, we will not transfer, process or store your data anywhere that is outside of the European Economic Area.

Information relating to electronic transactions entered into via this website will be protected by encryption technology.

An external PCI compliant payment gateway handles all payment transactions.

Under the GDPR rulings, we would inform our users within 72 hours if any breach of security occurs that might compromise your data.

How you can restrict or access your Personal Data

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you are asked to fill in a form on the website, look for the box that you can leave unchecked to indicate that you do not want the information to be used by anybody for direct marketing purposes.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by:

- writing to The Dreamshare Seer, 10 Rose Street, Sheerness, ME12 1AJ
- emailing us at community@dreamshareseer.org

- unsubscribing via the unsubscribe link on a marketing email
- **Removing your data:** You can also delete your dream description and its animation, so that it is no longer visible to the public, within a three week period from you generating it. It's a simple process of clicking a delete link within the email you're automatically sent with its link to your newly generated dream animation. You can do this deletion without penalty and without needing to provide a reason to us.

To delete your email address from our secure and private databases you can easily unsubscribe from our newsletters via the link in our mailchimp emails.

You can easily remove your email from registration by [contacting](#) us. We'll then delete your email from our system and erase any dream descriptions you sent us. These and your dream visualisations are then hidden from the public. However, for research, we preserve the content you generated from your description (the prompts, the animation, and its embeddings) but keep this content hidden from public view.

We'll also be erasing *all* participants' registration data when the project ends (please see above 'How long we keep your information for')

You may request details of personal information which we hold about you, by applying in writing to The Dreamshare Seer, 10 Rose Street, Sheerness, ME12 1AJ

We will supply this information within 30 days. If any data is incorrect we will correct it as soon as we receive appropriate notice or evidence from you in writing.

The right to be forgotten

We will retain your personal information only for as long as necessary, whilst retaining legal requirements for maintaining financial records.

You have the right to instruct us to delete all the personal information held. Should you wish to instruct us to delete please do so in writing to The Dreamshare Seer, 10 Rose Street, Sheerness, ME12 1AJ or by emailing us at community@dreamshareseer.org

Any data no longer required will be deleted or destroyed securely and confidentially.

The right of rectification

We will take all reasonable steps to ensure your personal information is current and accurate. If inaccurate or incomplete data is identified, we will take steps to correct the data, or remove securely and confidentially.

You have the right to instruct us to remove incomplete personal data held. Should you wish to request incomplete data removal, please do so in writing to The Dreamshare Seer, 10 Rose Street, Sheerness, ME12 1AJ or by emailing us at community@dreamshareseer.org

Cookies

What is a 'cookie'? When you enter a site, your computer will automatically be issued with a cookie. Cookies are text files that identify your computer to our server. Cookies in themselves do not contain any personal identifying information about a visitor or their location. They just identify the computer used. Many sites do this whenever a user visits their site in order to track traffic flows and patterns of behaviour of site visitors.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Some internet browsers will enable you to decline cookies, although some of our website features may not function as a result, and the websites listed above can help you remove cookies from your browser.

We use the information collected from you through the use of cookies to track your use of the site and to compile reports on the use of the site by visitors.

For more information on cookies, visit www.aboutcookies.org or www.allaboutcookies.org

Social Media Policy & Usage

We ensure our business and our staff conduct themselves accordingly online. While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with, or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page.

Use of Services by Minors

The Services are not directed to individuals under the age of thirteen (13), and we request that they not provide Personal Data through the Services.

Changes to this policy

The Dreamshare Seer may update this privacy policy by posting a new version on this website. You should check this page occasionally to ensure you are familiar with any changes. This policy is effective from 1st March 2024.

Other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Contact The Dreamshare Seer

You can contact us at any point to:

- Request access to information that The Dreamshare Seer has about you
- Correct any information that The Dreamshare Seer has about you
- Request the deletion of information that The Dreamshare Seer has about you

If you have any questions about this privacy policy or our treatment of your personal information, please write to The Dreamshare Seer, 10 Rose Street, Sheerness, Kent, ME12 1AJ, (UK) or email us at community@dreamshareseer.org,

Should you feel there may be a problem in how your data has been handled, you should contact The Dreamshare Seer

Should you still not be satisfied you have a right to complain to the Information Commissioner's Office (ico.org.uk).