

GAINSBOROUGH'S – PRIVACY & COOKIES POLICY (GDPR COMPLIANT)

Last Updated: 10 February 2026

1. Introduction

This Privacy & Cookies Policy explains how Gainsborough's collects, uses, stores, and protects personal data when users access the Website or engage with services.

Gainsborough's is committed to handling personal data lawfully, fairly, and transparently in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Data Controller

For the purposes of data protection law, the data controller is:

Gainsborough's
UK-led family art office
(Operating as a sole trader)

Contact details are provided via the Website.

3. Personal Data Collected

Gainsborough's may collect the following categories of personal data:

Name, email address, telephone number

Professional role or affiliation (e.g. adviser, collector, auction house)

Correspondence and enquiry details

Information voluntarily provided relating to art collections or professional introductions

Gainsborough's does not knowingly collect data from individuals under 18.

4. How Personal Data Is Collected

Personal data may be collected when you:

submit an enquiry via the Website

contact Gainsborough's by email or telephone

engage in discussions regarding art-related services or introductions

5. Lawful Basis for Processing

Personal data is processed under one or more of the following lawful bases:

Legitimate interests (e.g. responding to enquiries, managing professional relationships)

Consent (where explicitly given)

Legal obligation (where required by law)

6. How Data Is Used

Personal data is used strictly for purposes including:

responding to enquiries

providing requested information or services

facilitating introductions to third-party professionals (with consent where appropriate)

maintaining records for compliance and business integrity

Personal data is not sold to third parties.

7. Data Sharing & Third Parties

Where introductions are made, limited personal data may be shared with third parties only where necessary and appropriate.

Third parties may include:

auction houses

insurers

logistics providers

valuers or restorers

professional advisers

Each third party operates under its own privacy obligations.

8. International Transfers

Where personal data is transferred outside the UK, reasonable safeguards are used to ensure appropriate protection.

9. Data Retention

Personal data is retained only for as long as reasonably necessary for legitimate business or legal purposes.

10. Data Security

Reasonable technical and organisational measures are used to protect personal data. However, no method of transmission or storage is entirely secure.

11. Your Rights

Users have rights including:

access to personal data

correction of inaccurate data

erasure (where applicable)

restriction of processing

objection to processing

Requests may be made via the contact details on the Website.

12. Cookies Policy

The Website uses essential cookies only, unless otherwise stated.

Cookies may be used to:

ensure Website functionality

improve user experience

Users may control cookies via browser settings.

No profiling or behavioural advertising cookies are used without explicit consent.

13. Changes to This Policy

This Policy may be updated from time to time. The “Last Updated” date will be amended accordingly.