



## **The Theatre Shed Privacy Policy**

### **Purpose of this privacy policy**

The purpose of this policy is to give you a clear explanation about how we collect and process your personal information including any data you may provide through our website and when you sign up to a newsletter, purchase a ticket, make a donation, enquire about our workshops or a member of your family joins the company.

We are committed to protecting your personal information and to being transparent about the information we hold about you. Using personal information allows us to develop a better understanding of our audience, supporters and members and in turn to provide you with relevant and timely information about the work that we do, both on and off stage.

The Theatre Shed use the information that we collect about you in accordance with:

- The Data Protection Act 1998
- The Privacy and Electronic Communications (EC Directive) Regulations 2003
- The EU General Data Protection Regulation (Regulation EU 2016/679), ('GDPR') which becomes effective from 25 May 2018

This policy explains:

1. Who we are
2. Information we may collect about you
3. How we collect your data
4. How we may use your information
5. Why we use your data
6. Disclosure of your details to third parties
7. Security of your personal information
8. Data retention
9. Your legal rights
10. Notification of changes to our privacy policy
11. Contact details and further information

If you have any questions, please contact the Artistic team using the contact details at the end of this policy.

You can also download our privacy policy as a PDF from TTS website.

### **1. Who We Are**

The Theatre Shed Company is local arts organisation and a charity registered in England and Wales, number 1114231. The company are committed to raising aspirations of local children and young adults, irrespective of their background or ability, through sustainable, wonderfully innovative, inspiring and inclusive theatre.

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## 2. Information we may collect about you

Personal information means any information about an individual from which that person can be identified. It does not include data where the identity has been removed, i.e. anonymous data. We may collect, use, store and transfer different kinds of personal information about you which we have grouped together as follows:

- **Identity Data** includes first name, maiden name, last name, or similar identifier, title, date of birth and gender.
- **Contact Data** includes home address, billing address, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and your communication preferences.

### If you fail to provide personal information

Where we need to collect personal information by law, or under the terms of a contract we have with you and you fail to provide that information when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with a ticket). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

## 3. How we collect your data

We collect different information about you in a number of ways:

### Information you give us

When you contact us directly, submit your email address via our website, sign up to any newsletters, request marketing materials, give us feedback or make a donation, we will store the personal information you give to us such as your name, email address, postal address, telephone number and card details. We will also keep a record of your request type.

### Automated technologies or interactions

As you interact with our website, we do not automatically collect cookies or data.

We do not use 'analytics' to analyse the use of this website.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For instance, in Internet Explorer you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector. Blocking all cookies will, though, have a negative impact upon the usability of many websites.

## 4. How we may use your information

We will only use your personal information when the law allows us to.

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Most commonly, we will use your personal information in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.
- Where we have your explicit consent before using your personal information in that specific situation. However, generally we do not rely on consent as a legal basis for processing your personal information and you have the right to withdraw consent to marketing at any time by contacting us. You will find the relevant contact details at the end of this policy.
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### **Purposes for which we will use your personal information**

We have set out below, in a table format, a description of all the ways we plan to use your personal information, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Please note that we may process your personal information for more than one lawful ground depending on the specific purpose for which we are using your information. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register your child(ren) as a new member	Identity Contact	Performance of a contract with you
To process your payment of membership and fees, and ticket purchase including: Manage payments, fees and charges Collect and recover money owed to us	Identity Contact Financial Transaction Marketing and Communications	Performance of a contract with you Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: Notifying you about performance and events that your young person is involved in. Notifying you about changes to	Identity Contact Profile Marketing and Communications	Performance of a contract with you Necessary to comply with a legal obligation Necessary for our legitimate interests, to keep our records

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our terms or privacy policy Asking you to leave a review		updated and to keep you updated and informed
To administer and protect our theatre company and website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Identity Contact Technical	Necessary for our legitimate interests (for running our company, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) Necessary to comply with a legal obligation
To make suggestions and recommendations to you about services or events that may be of interest to you	Identity Contact	Necessary for our legitimate interests to develop our charity

## 5. Why We Collect Your Data

We are required to process the data we collect (such as names, emails, postal addresses etc.) in order to communicate relevant information of interest to our company members, supporters and partners, regarding our activities, productions, events and other pertinent materials. Our members, supporters and partners benefit from this processing, as they are kept up-to-date on our latest activities, productions, and news. We also benefit by creating audiences to experience and appreciate our work. The work of The Theatre Shed seeks to enrich and contribute to society through theatre, and communications using your data assists us in disseminating this information to the widest possible potential audiences. This public benefit is deeply important for supporting and advancing the cause of fully inclusive theatre in a sphere that does not always succeed in representing diversity.

Without the ability to communicate with our potential and past audiences and supporters, we would be unable to promote our offerings to the widest possible audience and therefore the appreciation for and participation in our art form would suffer.

The data collected would never be used in an unlawful or unethical manner

Personal information also helps us as a charity to engage with current and potential donors.

## 6. Disclosure of your details to third parties

We do not disclose your personal information to third parties.

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We may share anonymised personal information with funding bodies, who use this to analyse our participant development, audience development, ticket sales and self-generated funding to understand the impact of the public investment made in The Theatre Shed.  
We do not sell personal details to third parties for any purpose.

## **7. Security of your personal information**

### **Bank Details**

The Theatre Shed does not currently accept payments for fees or tickets via debit or debit card and therefore does not have the capacity to store this information.  
Any transactions are made by direct debit, bank transfer, cheque or cash. Direct debits and transfers are set up and controlled by the customer/service user rather than The Theatre Shed.

## **8. Data retention**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.  
To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

## **9. Your legal rights**

Under certain circumstances, you have rights under data protection laws in relation to your personal information, as follows:-

### **Request access to your personal information**

You have a right to request a copy of the personal information that we hold about you. Please use the contact details at the end of this policy if you would like to exercise this right, or any of the rights listed below. If you are a European citizen and consider our use of your personal information to be unlawful, you have the right to lodge a complaint with the UK's supervisory authority, i.e. the Information Commissioner's Office.

### **Request correction of your personal information**

You have the right to request that we correct the personal information we hold about you, although we may need to verify the accuracy of the new information you provide to us.

### **Request erasure of your personal information**

You have the right to request that we delete or remove personal information where there is no good reason for us continuing to process it. Please note that we may not always be able to comply with your request for erasure if there are specific legal reasons- which will be notified to you at the time of your request.

### **Object to processing of your personal information**

You have the right to object to the processing of your personal data where we are relying on a legitimate interest and there is something about your particular situation which makes you want to

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object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

#### Request restriction of processing your personal information

You have the right to request that we suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

#### Request transfer of your personal information

You have the right to request that the personal information we hold about you is transferred to you or to a third party. We will provide to you, or a third party you have chosen, your personal information in a structured, commonly used, machine-readable format. Please note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

#### Right to withdraw consent

In circumstances where we are relying on your consent to process your personal data, you have the right to withdraw your consent at any time. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

Please also note the following:-

#### **No fee usually required**

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

#### **What we may need from you**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal information (or to exercise any of your other rights). This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

#### **Time limit to respond**

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **10. Notification of changes to our privacy policy**

This privacy policy may change from time to time. We will always communicate any changes to our members families and supporters where we have accurate contact details and where they would expect

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to receive communications from The Theatre Shed. Please visit this section of our website periodically in order to keep up to date with changes in our privacy policy.

### **11. Contact details and further information**

If you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests please also contact us:

Email us: [admin@thetheatreshed.co.uk](mailto:admin@thetheatreshed.co.uk)

Call us: 07952 461 344

Write to us:

The Trustees

The Theatre Shed

78 The Broadway

Chesham

Bucks

HP5 1EG

Privacy policy effective from 23<sup>rd</sup> May 2018

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