

# Privacy Policy



This privacy policy sets out how Arlington Arts Centre collects, processes and protects any information that you give us when you use our website in relation to the GDPR legislation. Arlington Arts Centre is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. We will never share your data without your consent unless necessary by law. We may change this policy occasionally however we will contact you notifying you of any changes made. You can change your preferences at any time by contacting us via any method described below. This policy is effective from 1st May 2018.

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

Phone: 01635 244 246

Address: Arlington Arts, Mary Hare, Snelsmore, Newbury, RG14 3BQ

## Your Rights:

- You are under no legal requirement to provide us with your data
- You have a right to be informed about the collection and use of your personal data
- You have the right to the knowledge of the following: Our purposes for processing your personal data, our retention periods for that personal data, and who it will be shared with
- You have the right to privacy information at the time of providing your personal data
- You have a right to the knowledge that we have received your personal data from another source within a month of us receiving that data
- You have a right to the knowledge of any new use of your personal data before it is used in that way
- You have the right to access your personal data and any supplementary information at any time, free of charge and within a month of the request
- You have a right for inaccurate data to be rectified within a month of the request
- You have a right for personal data to be erased
- You have a right to restrict the processing of your personal data and that restriction to be carried out within a month of the request
- You have a right to object to the processing or use of your personal data
- You have a right to complain to the Information Commissioner's Office - <https://ico.org.uk/>

## What Data We Collect:

- Name
- Contact information including email address, phone number, mobile number and postal address
- Demographic information such as postcode, preferences and interests

- We may also collect data relating to interests based on surveys we send you.
- Bank details for processing payments

### **How and Why We Use Your Data:**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Use the information to improve our products and services.
- To contact you for research purposes to help us to improve our service.
- We will use your phone number/email address to inform you of any changes to a booking you may have made. For example, if a show is cancelled, a line-up change or any relevant information to your booking that we feel you should know.
- We will use your email address to send you information regarding our future events, special offers or if you have booked for similar events in the past in the hope that our marketing is catered to you as an individual as much as it can be. This can also include sending you surveys to get a better sense of your preferences.
- We will use your bank details to process the payment of your booking. We do not store this data.
- We may also use cookies on our website to learn how those that have subscribed are using our website so we can tailor our online service to our customers.

We do use Google Analytics cookies to collect information on our website visitor however all this data is completely anonymous. Please visit <http://www.google.com/analytics/learn/privacy.html> for more information on Google Analytics and how you can opt out.

### **Partner Organisations:**

In order to operate as a professional venue, we need to engage a small number of partners with whom we share your data. While these organisations do hold this information, they are not authorised to use your data without your permission.

- Mailchimp: We use Mailchimp to design and send our marketing emails to you. Helps us to ensure that what we send to our customers is compatible with the widest range of browsers and formats. Mailchimp will store your data but do not have permission to use your data for any purpose or to share your data with any other organisation. If you would like to know more about Mailchimp please see their privacy policy <https://mailchimp.com/legal/privacy/>
- Ticketsolve: Ticketsolve is our box office operating system. Ticketsolve allows us to sell and customers to purchase tickets. Ticketsolve do not have permission to use your data or share your data with any other organisation. If

you would like to learn more about Ticketsolve, please visit

<https://www.ticketsolve.com/privacy-policy/>

- Another Perfect Delivery: APD are the distribution company we use to deliver your seasonal brochures to you. They process your data to do so but do not store your data.
- Loqate GBG: Loqate GBG enables us and customers to find their address details from a postcode when purchasing tickets. They are a data controller. You can find more about their approach to privacy here:  
<https://www.loqate.com/en-gb/loqate-privacy-and-data-strategy/>

### **Consent:**

- We will only process the data you have given us consent for.
- We will only pass your data on to third-party organisations if you have given us your consent for example: the artist/production company of an event you have booked for.
- We will only process data from people that could be deemed vulnerable if we have been given consent by a responsible adult.
- You have the right to withdraw your consent at any given time.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **Legitimate Interest:**

- We will use your personal data to contact you if there are any significant changes to any of your bookings you have made.
- We may also, occasionally use your data to contact you where we feel there is a legitimate interest – for example when responding to or updating an enquiry; where an artist you have previously seen might be appearing elsewhere nearby; etc
- To create a better service for our customers, we may use your data for analysis.

### **Links to 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.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

If you would like a copy of the information held on you please write to Arlington Arts Centre, Mary Hare, Newbury RG14 3BQ. If you believe that any information

we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

All our staff are trained in the most current data protection procedures and policies. All staff must abide by this data protection policy and the GDPR.

This policy is available online via our website and at our Front of House Box Office.