

PRIVACY POLICY

April 2018

New Theatre Royal is committed to protecting your privacy. We will use the information that we collect about you in accordance with the General Data Protection Regulation (GDPR) and the Privacy and Electronic Communications Regulations 2003.

1.0 Introduction

New Theatre Royal is a national arts organisation and a registered charity. We receive funding from Arts Council England, Portsmouth City Council and the rest of our income comes from ticket sales, commercial partnerships, sponsorships and fundraising.

The New Theatre Royal Trustees (Portsmouth) Limited is a registered charity no. 271976 and is a company limited by guarantee and registered in London no. 01266053. Registered office New Theatre Royal, 20-24 Guildhall Walk, Portsmouth, PO1 2DD.

2.0 Data New Theatre Royal collects

We collect data when our customers:

- buy a ticket,
- make a purchase from our retail outlets,
- buy something on our website,
- sign up for one of our events,
- update your preferences on our website,
- make a donation,
- communicate with us,
- Sign up to receive email from us,

New Theatre Royal retain a record of transaction history, but we do not store card numbers (although we may keep a note of the last four digits to help us identify transactions).

2.1 Emails

New Theatre Royal keeps a record of emails we send to customers, and we may track whether the emails are received or opened them so we can make sure we are sending out the most relevant information. We may then track any subsequent actions online, such as buying a ticket.

2.2 Newtheatreroyal.com

We use “cookies” to help us make our site better. See our cookies policy.

2.3 Other sources

We may also obtain personal information from other sources, such as if a family

member or friend contacts us. We may combine information about our customers with information available from external sources in order to gain a better understanding of our audiences, visitors and supporters to improve our fundraising and marketing methods. These sources include:

2.3.1 Social Media

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions made by the public on social media platforms.

Depending on your settings or the privacy policies social media and messaging services like Facebook, LinkedIn or Twitter, you might give third parties (like New Theatre Royal) permission to access information from those accounts or services.

2.3.2 Information available publicly

This may include information found in places such as Companies House, work biographies website or information that has been published in articles/ newspapers.

3.0 Data security

Personal data will be held and processed on New Theatre Royal's systems or systems managed by suppliers on behalf of New Theatre Royal. The box office system used by New Theatre Royal is Ticketsolve this is a customer relationship management (CRM) system to hold contact details and a record of customer's interactions with New Theatre Royal such as ticket purchases, memberships, queries, complaints and attendance at special events. Where possible we aim to keep a single record for each customer.

Personal data is always held securely. Access to customer information is strictly controlled. The CRM system can only be accessed by people who need it to do their job. Certain data, for example some sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

We may need to disclose personal details if required to the police, regulatory bodies or legal advisors.

We will only ever share personal data in other circumstances if we have consent to do so.

4.0 What we use personal information for

We aim to be clear when we collect personal data and not to do anything that the customer wouldn't reasonably expect.

- We usually collect the customer's name, contact details and bank or credit card information (if making a transaction). We use this data to contact customers with the events, products, services or information requested.
- The 'My Account' section can be used by customers to choose whether they would like to receive marketing communications from New Theatre Royal by email or post. We will not contact customers for marketing and fundraising purposes unless one of these boxes is ticked.
- We include opt-out instructions on all marketing communications.

5.0 Your Rights

You have the following rights related to your personal data:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

6.0 Further information on GDPR

The Information Commissioners Office (ICO) is the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

<https://ico.org.uk/for-the-public/>

7.0 Contact Us

Please contact us if you have any questions about our privacy policy or information we hold about you:

New Theatre Royal	
Email	marketing@newtheatreroyal.com
Telephone	02392 64 9000
Write	Data Controller New Theatre Royal 20-24 Guildhall Walk Portsmouth PO1 2DD

Appendix - Cookies

New Theatre Royal understands how important your privacy is. We take every step to ensure that any and all information you provide to us in the course of visiting our website remains confidential.

- We will never sell your information or share it with anyone else.
- We operate an 'opt-in' policy and will not use your details to contact you with information about New Theatre Royal products unless you subscribe to our Newsletter.

Cookies and how we use them

What is a cookie?

A cookie is a small file placed on your computer's hard drive. It enables our website to

identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

How we use cookies

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- Identify whether you are signed in to our website. A cookie allows us to check whether you are signed in to the site.
- Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- To recognise when you return to our website. We may show your relevant content or provide functionality you used previously.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Controlling cookies

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies. However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you. Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

To learn more about cookies and how they are used, visit <http://www.allaboutcookies.org/>