

The Playhouse Privacy Policy

Purpose of policy

We are committed to protecting your personal information and being transparent about what information we hold about you. Using personal information allows us to develop a better understanding of our patrons and in turn to provide you with relevant and timely information about the work that we do - both on and off stage. As a charity, it also helps us to engage with potential donors and supporters. The purpose of this policy is to give you a clear explanation about how we collect, store and use the information we collect from you directly and from third parties. We use your information in accordance with all applicable laws concerning the protection of personal information.

This policy explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it for and your rights to be able to access it

If you have any queries about this policy, please contact info@derryplayhouse.co.uk

Who we are

The Playhouse is a charity and is core funded by the Arts Council for Northern Ireland and Derry City and Strabane District Council, various trusts, foundations and individual donors and supporters. Our registered charity number in Northern Ireland is NIC 100119 and we are also registered as a company in Northern Ireland under registration number NI 26912.

Our address is 5-7 Artillery Street, Derry.Londonderry, BT48 6RG.

Information collection

We collect various types of information and in a number of ways:

Information you give us

For example when you register on our website, buy tickets, take part in an education workshop or event or make a donation, we'll store personal information you give us such as your name, email address, postal address, telephone number and card details. We will also store a record of any purchases and donations.

Information about your interactions with us

For example, when you visit our website, the system collects limited anonymised data about how you interact with our content and ads. When we send you a mailing a record of this is stored, and in

the case of emails we keep a statistical record of which ones you have opened and which links you have clicked on for data analysis.

Information from third parties

We occasionally receive information about you from third parties. For example, we may use third party research companies to provide general information about you, compiled using publicly available data.

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 usually collect this type of information about our patrons unless there is a clear reason for doing so. As an example, we collect health information about participants in our programme of classes and courses, for health and safety purposes.

Purposes and Legal basis

There are three bases under which we may process data:

Contract purposes

When you make a purchase from us, make a donation to us, or register for a workshop, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example we may need to contact you by email or telephone in the case of cancellation of a show or workshop, or in the case of problems with your payment.

Legitimate business interests

In certain situations we collect and process data for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way. We describe below all situations where we may use this basis for processing.

Legal obligation

The processing is necessary for us to comply with the law, for example, Health and safety, or processing data required by HMRC for Gift Aid purposes.

With your consent

For any situations where the two bases above are not appropriate, we will instead ask for your consent before using your personal information in that specific situation.

Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what events or workshops you have booked for in the past, any preferences you may have told us about, and contact information.

In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. In the case of email, we will give you an opportunity to opt out of receiving them during your first purchase with us. If you do not opt out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact details at the end of this policy.

We may also contact you about our work by telephone however we will always get consent from you before doing this. Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your purchases (as above).

Other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.

We may analyse data we hold about you in order to identify and prevent fraud for your protection.

In order to improve our website we may analyse information about how you use it and the content and ads that you interact with.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

Third parties

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

To our own service providers who process data on our behalf and on our instructions (for example our ticketing system software provider Spektrix (click here to read Spektrix's [Privacy Policy](#)). In these cases we require that these third parties comply strictly with our instructions and with data protection laws, for example around security of personal data.

Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function (for example to keep track of your basket) as well to provide website operators with information on how the site is being used.

We use cookies to keep track of your basket as well as to identify how the website is being used and what improvements we can make.

Your debit and credit card information

If you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS).

We optionally allow you to store your card details for use in a future transaction. This is carried out in compliance with PCI-DSS and in a way where none of our staff members are able to see your full card number. We never store your 3 or 4 digit security code.

Maintaining your personal information

We store your personal information indefinitely such that for any subsequent purchases you make we are able to link them back to a single unique record that we hold for you on our system.

We also maintain records of classes, workshops, courses, projects, services, or support that our staff have provided to you.

We manage registration and attendance at training and events, and to evaluate feedback afterwards, both internally and for appropriate funding bodies.

We provide information to accredited training awarding bodies such as OCN where required as an approved training centre.

If there are aspects of your record that are inaccurate or that you would like to remove, you can usually do this by logging in to your account through our website.

Alternatively please use the contact details at the end of this policy. Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

Security of your personal information

We will 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. We will ensure that any third parties we use for processing your personal information do the same.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

Your rights under data protection laws

The General Data Protection Regulation provides the following rights to you:

- The right to be informed about the processing of your personal information
- The right to have your personal information corrected if it is inaccurate and to have incomplete personal information completed
- The right to object to processing of your personal information
- The right to restrict processing of your personal information
- The right to have your personal information erased (the “right to be forgotten”)
- The right to request access to your personal information and to obtain information about how we process it
- The right to move, copy or transfer your personal information (“data portability”)
- Rights in relation to automated decision-making which has a legal effect or otherwise significantly affects you

We are committed to upholding your rights. You can contact us for further clarification or any concerns you have regarding your personal data that we hold by contacting the Data Protection Officer using the details below. Please note that the exercise of your rights are dependent on the lawful basis that has been used for each processing activity.

You also have the right to lodge a complaint with the Information Commissioner’s Office which enforces data protection laws: <https://ico.org.uk/concerns>

Contact details and further information

Please get in touch with us 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.

The Data Protection Officer

The Playhouse

5-7 Artillery Street

Derry.Londonderry

BT48 6RG

info@derryplayhouse.co.uk