

## **Privacy Policy**

### **Introduction**

The Hope Theatre is committed to protecting your personal information, being transparent about what data we hold and giving you control over how we use it. The purpose of this privacy policy is to give you a clear explanation about how we use the information we collect from you

### **About us**

The Hope Theatre is a community interest company. We are a company registered in England and Wales under company number 15924483 with our registered address as set out below.

FAO: Toby Hampton & Laurel Marks

Address: Gladstone House 77-79 High Street, Egham, England, TW20 9HY

Email: [info@thehopetheatre.com](mailto:info@thehopetheatre.com)

### **How do we collect personal information?**

We collect your information when you interact with us. This includes booking tickets online or in person, when you choose to join our mailing list or when you sign up to make an ad hoc or regular donation.

We collect personal information when you

- a) Join our mailing list
- b) Make a donation and provide us with your details
- c) Book tickets in person and provide us with your details; and
- d) From time to time. We also may get data about you from third parties (for more information see the next section.)

### **What information do we collect from you?**

We only collect the information that's necessary to our business, provide the particular product or service you've requested and to keep you informed. The type of information we collect depends on where and when it's gathered.

Information we obtain directly from you:

When you choose to join our mailing list we collect the following information:

- Prefix and name
- Email address

When you purchase a ticket from Ticketsource we collect the following information ([Ticketsource Privacy Policy](#)):

- Prefix and name
- Email address

When you visit our website we may collect the automatically populated IP address: a public IP address is a unique number which allows a computer, group of computers or other internet connected device to browse the internet. The log file records the time and date of your visit, the pages that were requested, the referring website (if provided) and your internet browser version.

### **Why do we collect this information and what do we do with it?**

The main reason we collect information is to provide a service you have requested and to keep you up to date with news and events, to personalise your communications, or to contact you if we need to obtain or provide additional information (e.g. cast changes, travel disruption.) The information we collect about our audiences also helps us understand how we can best meet their needs.

We will use your information for the purposes listed below either on the basis of:

- Performance of your contract with us and the provision of our services to you
- Your consent (where we request it)
- Where we need to comply with a legal or regulatory obligation, or
- Our legitimate interests

Specifically, we use the information we collect from you in the following ways:

To manage your booking or purchase with us, we may use your personal information to:

- Fulfil ticket, donation, mailing list and membership requests (on the basis of performing our contract with you)
- Process payments (on the basis of performing our contract with you) (please note that The Hope Theatre does not store any credit card or other payment information once the transaction has been completed)
- Provide good customer service at the theatre (on the basis of performing our contract with you or on the basis of our legitimate interests to provide you with customer service), and

- Contact you with important information relating to your booking or purchase, such as confirming your order

To send you marketing communications, we may use your personal information to keep you up to date with news, events and information, (where you have provided your consent or on the basis of our legitimate interests to provide you with the marketing communications where we may lawfully do so.)

To ensure security and protect our business interests, in certain circumstances, we may issue your information to ensure the security of our services, buildings, and people, including to protect against, investigate and deter fraud, unauthorised or illegal activities, systems testing, maintenance and development (on the basis of our legitimate interests to operate a safe and lawful business or where we have a legal obligation to do so.)

To comply with our legal obligations. In certain circumstances, we will need to use your information to comply with our legal obligations, for example to comply with any court orders or subpoenas, carry out due diligence in accordance with statutory regulations or keep our database accurate and relevant (on the basis of our complying with a legal obligation).

### **Legitimate Interests**

Where we refer to using your information on the basis of our 'legitimate interests', we mean our legitimate business interests in conducting and managing our business and our relationship with you, including the legitimate interest we have in:

- Personalising, enhancing, modifying or otherwise improving the services and/or communications that we provide you
- Detecting and preventing fraud and operating a safe and lawful business
- Improving security and optimisation of our network, sites and services, and
- Providing you with customer service

Where we use your information for our legitimate interests, we make sure that we take into account any potential impact that such use may have on you. Our legitimate interests don't automatically override yours and we won't use your information if we believe your interests should override ours unless we have other grounds to do so (such as your consent or a legal obligation).

### **Where is your information?**

We're committed to protecting your personal information. We adopt robust and appropriate technologies and policies to protect it from unauthorised access and improper use. In addition, whenever we transfer your personal data out of the EEA, we ensure a similar degree of

protection is afforded to it as it would have in the EEA. As part of the services offered to you, the personal information you provide may be transferred to countries outside the European Economic Area (EEA), e.g. this may happen if any of the computer servers used to host the website are located in a country outside the EEA. If the hOPE theTARW transfers your personal information outside of the EEA in this way, we will take steps to ensure that your privacy rights continue to be protected as outlined in this privacy policy.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following transfer solutions are implemented:

- a) Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details see European Commission: Model contracts for the transfer of personal data to third countries; and
- b) Where we use processors based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US. For further information, see European Commission: EU-US Privacy Shield.

### **How long do we keep your data?**

We will keep your information only for as long as is reasonably necessary for the purposes set out in this privacy policy and to fulfil our legal obligations. We will not keep more information than we need.

The retention period will vary according to the purpose, for example if purchasing a ticket only, we will typically keep your data for up to eight years from the date of your last transaction whereas, if you have pledged a legacy to The Hope Theatre, we will hold your details until notified by your executors. For further information about how long we will keep your information, please contact the Data Protection Officer using the contact details outlined in this policy.

### **Is personal information shared with any third parties?**

The Hope Theatre will never share, sell, rent or trade your personal information to any third parties for marketing purposes without your prior consent. We will ask for your consent to share personal information with arts organisations who put on shows at The Hope Theatre.

Some of our service providers may have access to your data in order to perform services on our behalf (payment processing is a good example of this) or to advise us (such as legal advisors). We make sure anyone who provides a service for The Hope Theatre enters into an agreement with us and meets our standards for data security. They will not use your data for anything other than the clearly defined purpose relating to the service or advice that they are providing.

We may also disclose personal information to appropriate third parties to assist in anti fraud checks and investigations.

### **How can you manage your personal information?**

You can access and amend the personal information that we hold for you, or request that we stop contacting you at any time by either opting out via email or writing using our contact details set out at the top of this Privacy Policy.

You have certain rights in respect of the information that we hold about you, including:

- the right to be informed of the ways in which we use your information, as we seek to do in this Privacy Policy
- the right to ask us not to process your personal data for marketing purposes
- the right to request that we correct or rectify any information that we hold about you which is out of date or incorrect
- in addition to your right to lodge a complaint about us to the UK Information Commissioner's Office (<https://ico.org.uk/>), you can lodge a complaint with the relevant authority in your country of work or residence
- the right to withdraw your consent for our use of your information in reliance of your consent, which you can do by contacting us using any of the information at the top of this Privacy Policy
- the right to object to our using your information on the basis of our legitimate interests and there is something about your particular situation which makes you want to object to processing on this ground
- the right to receive a copy of any information we hold about you in connection with the performance of our contract with you or on the basis of your consent (or request that we transfer this to another service provider) in a structured, commonly-used, machine readable format, in certain circumstances, and
- the right to ask us to limit or cease processing or erase information we hold about you in certain circumstances

### **How to exercise your rights**

- you may exercise your rights above by contacting us using the details at the top of this Privacy Policy and we will comply with your requests unless we have a lawful reason not to do so
- every email we send to you will include details on how to change your communications preferences or unsubscribe from future communications

## **What we need from you to process your requests**

- we may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data 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
- you will not have to pay a fee to access your personal data (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. We will 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.

Please note that we may need to retain certain information for our own record keeping and research purposes. We may also need to send you service-related communications relating to your website user account even when you have requested not to receive marketing communications.

## **Are you under 18?**

If you are under 18, please ensure that you obtain your parent/guardian's consent beforehand whenever you provide personal information to the website. If you don't have that consent, you must not provide personal information to us.

## **Changes to this Privacy Policy and your duty to inform us of changes**

We may make changes to this Privacy Policy from time to time. We will post any changes to our site, or notify you of any material changes by email.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us by updating your profile account information or contact us via the contact details at the top of this privacy policy.

Review date: 12 September 2024

Next review due: 12 September 2025