

Victoria Theatre Privacy Notice

How we use and store your information

The Victoria Theatre is a service provided by Calderdale Council. Calderdale Council is registered with the information Commissioners Office (ICO) under the provisions of the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations. The Victoria Theatre and Calderdale Council recognise the importance of protecting personal and confidential information in all that we do, all we direct or commission, and we take care to meet its legal duties.

Our Privacy Notice

Our Privacy Notice describes how The Victoria Theatre collects, uses, retains and discloses personal information. A Privacy Notice can also be referred to as a Privacy Statement, a Fair Processing Notice or Privacy Policy.

To ensure that we process your personal data fairly and lawfully we are required to inform you:

- The legal bases on which we collect your data
- Why we need to collect your data
- How the data will be used and managed
- Who it will be shared with
- Your rights with regard to the data we keep about you

The Victoria Theatre is the “Data Controller”, for the purposes of the Data Protection Act 2018 and also where we direct or commission the processing of data to help deliver better services, facilities or experiences for our customers and to assist the management of the theatre and related events.

The Victoria Theatre may also own and manage subsidiary events and activities. Where the term The Victoria Theatre is used it is deemed to include these subsidiary festivals, events and activities listed below: Halifax Comedy Festival.

We would encourage you to re-read our Privacy Notice from time to time so that you are aware of any changes in how we gather and use personal information. Any changes we make to our Privacy Notice will be on this page.

By visiting the website you are accepting and consenting to the practices described in this policy.

Legal Bases for collecting and processing your data

We collect your data under several legal bases for different reasons.

Fulfilling a contract

We will collect and process your data in order to fulfil a contractual obligation, for example when you purchase a ticket, service or product from us.

Legitimate Interest

Because we only use your data to manage your relationship with the theatre and the related products and services we provide, there is a legitimate interest in us retaining and processing your data. We will only process your data in ways which you might reasonably expect us to do so, and

we will never sell, share or provide your data to third parties unless we are required to do so by law. We will only contact you with marketing communications if you have explicitly given us your consent to do so, and such consent can be withdrawn at any time.

Explicit Consent

Where we feel that we need to collect and process your data in a way which does not meet the above definitions or includes the collection or processing of sensitive personal data, for example whether a customer has particular access needs because of a disability, we will seek your explicit consent to collect and process your data to help us facilitate and improve your experience when accessing our services and facilities.

What Information Do We Collect About You?

In order to process your booking, membership or any other request, we need to collect certain personal information from you; however, we only collect and use your information for the lawful purposes of administering the business of The Victoria Theatre. We never share or sell your data to other individuals or organisations.

What is Personal Information?

The Victoria Theatre will only collect the data necessary to provide you with the service(s) requested. The definition Personal information in this context means: data relating to a living individual who can be identified by such data. This includes, for example: your name, address, date of birth or any other unique reference or indicator.

What Types of Personal Data Do We Collect and Process?

We collect and process personal information to enable us to support the provision of services to customers, maintain our own accounts and records, promote shows and services and to support and manage our employees.

We also process anonymised statistical information with funding bodies and charitable organisations, for example, the Arts Council England and The Audience Agency for regional and national auditing.

We also use the information to support arts marketing commissioned in England (Arts Council England, Audience Finder) to enable the delivery of high-quality art. This type of information is only provided in an aggregate or anonymised form so that individuals cannot be identified. . Processing data in this way helps us improve our business and the service and experience we offer to our customers.

Examples of the kind of personal information we collect and process include:

- Personal details such as names, addresses, telephone numbers, email and social media
- Details held in customer's records, where we hold or manage the customer's record, for example your purchasing history
- Responses to surveys, where individuals have responded to surveys about a show, service, experience or interests

Sensitive Personal Information

Occasionally we may want to collect Sensitive Personal Information, for example, if a customer is a wheelchair user or has access needs we may collect and process this Sensitive Personal Information to enable improved access to the theatre and services, improve your theatre experience, and to help us improve as an organisation. Where we collect such Sensitive Personal Information we will always ask for explicit consent.

Do we collect Financial Information?

The Victoria Theatre maintains a record of your transaction history but does not keep personal, financial information, such as credit or debit card details.

How We Use Your Personal Information

We process personal information to enable us to support the provision of services to customers and promote shows and services. We use this information to fulfil your orders, provide customer service and for analysis.

We use some of the information we collect about you, such as the record of the events you have attended, what you've told us you're interested in, to tailor the marketing communications we send to you. We will only send you marketing and fundraising information if you have explicitly opted in to receive those.

Examples of what your information is used for:

- Booking/reserving your tickets
- Processing payments, accounting and auditing
- Advertising, marketing & public relations
- Research
- Theatre administration and services, including:
 - Checking and reporting on how effective we are as an organisation
 - Making sure that The Victoria Theatre provides value for money
 - Making sure services are planned to meet patrons' needs in the future
 - Reviewing the services we provide to make sure they are of the highest possible standard
 - Investigating complaints, legal claims or incidents
 - Managing specialised services that The Victoria Theatre commissions

Marketing and Promotional Materials

Consent to Use Data for Marketing Purposes

We will only ever use your information to send you marketing and promotional materials and information by post or electronically if you have specifically and explicitly consented to receiving this information from us.

When you register for a user account on our website or make a booking online, on the phone, or face to face you can choose whether you would like to receive marketing communications from The Victoria Theatre by email or post.

What do I do if I want to stop receiving marketing and promotional materials?

You can choose to withdraw your consent and stop receiving information from us at any time and we will immediately update your preferences and unsubscribe you from this service. This can be done by logging onto your account online and going to 'Contact Preferences', by clicking the 'Unsubscribe' link at the bottom of any marketing email you receive from us, by emailing box.office@calderdale.gov.uk or by calling 01422 351158.

If you have agreed to receive marketing information from us (brochures, mailing letters, email updates etc.), we will use your information to communicate with you via your preferred medium (post or email).

In addition to communications around the show you have booked for, we may also communicate with you about other services and shows which we think may be of interest to you. You can opt out of these communications at any time and we will always include opt-out (unsubscribe) instructions in any marketing communications you receive from us.

Other Communications

If you have chosen not to opt in to receive marketing communications, we may still get in touch with you if there is key information you need to know. For example, we may email or phone you to give you important information about the events you've booked or to tell you about any changes to start time or if a show is cancelled.

When We Send You Email

We keep a record of the emails we send you, and we may track whether you receive or open them. If you click on a link in an email we have sent you, we will log this. We may then track any subsequent actions online, such as buying a ticket. This helps us to improve the service we provide to you and make the theatre more efficient and effective.

Managing your data safely and securely

We take our duty to protect your personal information and confidentiality seriously and undertake to store your data securely whether this is in written, electronic or any other form.

The transmission of data via the Internet is not completely secure. We cannot absolutely guarantee the security of any data transmitted to our website; however, once we have received your data, we will use adequate security procedures to prevent unauthorised access and all our systems adhere to the highest security measures. The box office system can only be accessed by people who need it to do their job.

Sharing your data

We will not share any of your personal information, with other companies or individuals, unless required to by law or we have been given consent by you to do so. Your data may be shared only with third parties engaged by the Victoria Theatre for the purpose of providing you with a service, for example mailing you our season brochure.

Your Rights Regarding The Information We Hold About You

You have several new rights under the GDPR regulations these are:

- The right to be fully informed about the data that we collect and how we use it
- The right to request access any data which we hold about you
- The right to request that any inaccurate data we hold is corrected
- The right to request that data we hold about you is deleted, so long as this does not conflict with any other legal duty or obligation
- The right to restrict processing of your data, meaning that we may store your data but not use it for any other purpose
- The right to object to how we use your data for particular purposes for example marketing, administering memberships or fundraising
- The right to object to automated decision making and profiling
- The right to request that your data is not kept for longer than is necessary to fulfil a purchase or manage your account and/or membership.

Retaining your data

We will only retain information for as long as necessary. Records are maintained in line with The Victoria Theatre's written Retention Schedule, which determines the length of time records should be kept. We will retain your record for 5-years unless you ask us to delete or remove it sooner. A copy of the Retention Schedule can be accessed upon request.

What do I do if I want you to delete my data?

You have the right at any time to ask us to remove and delete your data, or to withdraw your consent for us to keep and use your data. If you do not wish the theatre to retain your data in order to facilitate your account you can contact us at any time and we will remove and delete your details and/or your account.

Please note that we cannot delete data where you continue to have a live booking with us, however we will delete your data as soon as possible after the final event for which you hold valid tickets.

What if I want to make a complaint about my data?

You have a right to complain to the Council's Data Protection Officer if you feel that your data has not been handled in accordance with the law. The Council's Data Protection Officer can be contacted at information_management@calderdale.gov.uk

Accessibility

If a disabled person finds it impossible or unreasonably difficult to make a Subject Access Request in writing, we will make a reasonable adjustment for them under the Equality Act 2010. This could include treating a verbal request for information as though it were a valid subject access request. We will respond in a format which is accessible to the requestor, such as Braille, large print, email or audio formats.

Accuracy of your Data

We want to make sure that your personal information is accurate and up to date. If you think any information is inaccurate or incorrect then please let us know and we will make the necessary corrections.

Complaints about How We Process Your Data

If you have a complaint you should contact our Data Protection Officer in the first instance: information_management@calderdale.gov.uk

Data Protection Notification

The Victoria Theatre is a 'data controller' under the DPA 2018. We have notified the Information Commissioner's Office that we process personal data and the details are publicly available from the: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
Online: www.ico.org.uk

It's Easy to Contact Us

Please contact us at: The Victoria Theatre, Fountain Street, Halifax, HX1 1BP
Telephone Theatre Box Office: 01422 351158
Email: victoriatheatrehalifax@calderdale.gov.uk