

# Data Privacy Notice

## Your Personal Information

### About this Data Privacy Notice

The Theatre Royal Bath is committed to keeping safe your personal information. We need to collect and use personal information about you so that we can keep you informed about our shows, events and other services and so that you can purchase and pay for tickets and use our services.

When we collect and use your personal information we will keep to the applicable law concerning the protection of personal information, including the Data Protection Act 1998 and the UK General Data Protection Regulation.

This Data Privacy Notice tells you what personal information we collect from you and what we do with it, when you do any of the following:

- when you use the Theatre Royal Bath website at [www.theatreroyal.org.uk](http://www.theatreroyal.org.uk);
- when you visit the Theatre Royal Bath, the Ustinov Studio, the egg and/or any of our bars and restaurants;
- when you visit the Theatre Royal Bath Box Office in person;
- when we correspond with you by letter, by post, by email, (including generic email bulletins) and by telephone, SMS/text message.

### Who collects your personal information?

Theatre Royal Bath Limited, (“**TRB**”) is the entity which collects and uses (‘processes’) your personal information. TRB is the data controller for all the personal information about you that we collect, hold and use.

Theatre Royal Bath Limited is a company limited by guarantee registered in England and Wales under company number: 01416448. TRB is a registered charity, registered with the Charity Commission under number: 277723.

We use some third parties to help us collect, process, and safely store the personal information about you that we collect and use. These third parties are referred to as ‘data processors’. Our data processors include:

- the TRB website provider, Coal Face Development Ltd;

- the provider of our box office ticketing system, Spektrix Limited, (“**Spektrix**”);
- the provider of our mailing systems:
  - Bath Mailing Services Ltd and Direct Mail Systems Ltd for brochure and postal mailing services;
  - Dot Digital for email communications;
  - Txtlocal Limited for SMS/text messaging services;
- the national arts audience analysis organisation, The Audience Agency;
- our provider of fundraising research services, The Factory Limited;
- our research partners, University of Bath and Bath Spa University

We have explained in more detail below about our data processors and what they can do with your personal information.

**How do we collect and use your personal information?**

We collect your personal information from you when you give us the information when you visit the TRB box office in person, when you use the TRB website and when you telephone us or correspond with us by email, letter or by text/SMS.

Sometimes, we may collect personal information from you when you attend a show or other event in person at the Theatre Royal Bath, the Ustinov or the egg.

**What information about you do we collect and use?**

We will collect all or some of the following information:

- Personal Information
  - Full Name and Title
  - Email Address
  - Phone Numbers and Mobile Number
  - Date of Birth
  - Delivery Address
  - Billing Address
  - Access requirements

- TRB Friends or Associate membership
- Purchase History
- Donation History and Pledges
- Gift Aid status
- Gender
- Marketing Preferences for TRB
- Card Details (for purchases and so that optionally you can store your card information for future purchases)
- Bank Details (for Direct Debits)
- Email and Newsletter records including emails sent, emails opened by you, and links opened by you
- Publicly Accessible Profile Information from the internet including Facebook, Instagram and Twitter
- Images of you when you visit the Theatre (from the CCTV outside our premises, or as a member of the audience for promotional use)
- Anonymised Information
  - IP address
  - Operating system
  - Cookies

**For what purposes do we collect and use your personal information?**

Unless you ask us to stop collecting and using your personal information, we need to collect and use your personal information so that:

- you can book and pay for tickets when you visit the TRB box office in person, when you book using the TRB website and /or when you book over the telephone. (We have explained in more detail below what happens to your personal information when you book tickets);
- you can create a user account when you use the TRB website, when you telephone us and/or when you visit the TRB box office in person;
- you can give money donations to TRB either as a one-off payment, or using a regular direct debit;
- you can receive information from us about shows and events that you have booked, including important

information relating to shows and events such as cast changes, or cancellations;

- you can receive information from us about shows and events at the Theatre Royal Bath, the Ustinov Studio and/or the egg that are similar to shows and events that you have previously booked;
- you can receive information about future shows and events at the Theatre Royal Bath, the Ustinov Studio and/or the egg;
- you can become a Friend or Associate member of the Theatre Royal Bath and benefit from the advantages offered by Friends or Associate membership;
- you can receive information about how you can support or donate to the Theatre Royal Bath, the Ustinov Studio and/or the egg, if we have your permission to do this;
- you can store saved shopping carts as you navigate around the TRB website;
- occasionally, we can contact you with post show and event surveys;
- we can obtain feedback and evaluate the shows, events and services that we provide and our facilities, for analytical purposes, for reporting purposes and to improve our shows, events, services and facilities for the future;
- using Cookies, we can identify recurring visitors to the TRB website and analyse their browsing habits within the website;
- we can, occasionally, use photographs and videos taken of our audiences and theatre-goers and patrons so that we can promote our shows and events or add to and/or maintain our TRB theatre archives or use the information for reference purposes;
- we can store CCTV images of people outside the TRB premises for security reasons;
- we can investigate complaints, legal claims or important incidents, including to maintain health and safety standards;
- based on the information that we hold about you and your communications with TRB, we can research and screen donors and potential donors to help us fundraise in a targeted and cost-effective way; and
- we can undertake academic research with our university partners to improve our education projects.

#### **What legal reasons do we have which allow us to use and collect your personal information?**

There are three different legal reasons ('lawful bases') under which we may use and collect your personal data.

***For the purpose of performing a contract with you***

When you buy tickets or other services from us and/or when you take our Friends or Associate membership of TRB, or when you make a donation to us, you are entering into a contract with us.

So that we can perform this contract we need to process and store your personal information to:

- take your name address, contact details and payment details so that you can book and pay for tickets and services from us or make a donation when you visit the TRB box office in person, when you use the TRB website and/or when you contact us by telephone or by post;
- confirm your booking by way of a confirmation email, send your tickets to you in the post, or to confirm your identity if you collect your tickets in person at the TRB box office;
- send you information from us about shows and events that you have booked, including important information relating to shows and events such as cast changes, or cancellations;
- accept and process your Friends or Associate membership of TRB and send you information about shows, events, services and booking periods which will enable you to take advantage of your membership of TRB.

***When we have your explicit consent***

Sometimes, we will need to ask you for your express consent before we can use your personal information for certain purposes. We will update your consent from time to time. You have the right to withdraw consent at any time, and this can be done via the TRB website, by contacting the TRB box office, or by contacting the TRB Data Protection Officer.

Examples of when we may need your express consent to use your personal information include:

- so that we can contact you in connection with fundraising campaigns;
- to thank you for donating to us and to tell you how your money will be well spent;
- to share your personal information with third parties who would like to contact you, if you have provided your consent;
- to use your data in a research project that you have agreed to take part in.

***For our legitimate business and organisational interests***

We collect and process your personal information for purposes that are in our legitimate business and organisational interests.

We do this carefully, and in a way that we believe does not result in harm to you or to your right to have your personal information collected and used in a way which is fair and lawful.

If we process your personal information for our legitimate business interests then you have the right to object to TRB collecting and using your personal information on this basis. Your right to object is explained later in this Data Privacy Notice. Examples of when we collect and use your personal information for our legitimate business and organisational interests include the following purposes so that:

- we can analyse the data we hold about you in order to identify and prevent fraud;
- we can analyse the way in which the TRB website is used and the content and links that you interact with in order to improve the TRB website;
- you can create a user account when you use the TRB website, when you telephone us and/or when you visit the TRB box office in person;
- you can give money donations to TRB either as a one-off payment, or using a regular direct debit;
- you can receive information from us about shows and events at the Theatre Royal Bath, the Ustinov Studio and/or the egg that are similar to shows and events that you have previously booked;
- you can receive information about future shows and events at the Theatre Royal Bath, the Ustinov Studio and/or the egg, if we have your permission to do this;
- you can become a Friend or Associate member of the Theatre Royal Bath and benefit from the advantages offered by Friends or Associate membership;
- you can receive information about how you can support or donate to the Theatre Royal Bath, the Ustinov Studio and/or the egg;
- you can store saved shopping carts as you navigate around the TRB website;
- we can contact you with post show and event surveys;
- we can obtain feedback and evaluate the shows, events and services that we provide and our facilities, for analytical purposes, for reporting purposes and to improve our shows, events, services and facilities for the future;
- using Cookies, we can identify recurring visitors to the TRB website and analyse their browsing habits within the website;
- we can, occasionally, use photographs and videos taken of our audiences and theatre-goers and patrons so that we can promote our shows and events or add to and/or maintain our TRB theatre archives or use the information for reference purposes;
- we can store CCTV images of people outside the TRB premises for security reasons;
- we can investigate complaints, legal claims or important incidents, including for maintaining health and safety standards;

- based on the information that we hold about you and your communications with TRB, we can research and screen donors and potential donors to help us fundraise in a targeted and cost-effective way; and
- we can maintain notes of our customers according to customer booking and donation history, and other personal customer account data that you provide us, as well as publicly available internet research for the purposes of our marketing and fundraising communications to you, and to enable us to communicate in a relevant way with you, but not to make any automated decisions based on profiling of any consequence to you whatsoever.

### **What happens when you book tickets?**

When you book and pay for tickets for our shows and events, or when you buy other services using the TRB website, over the telephone, by post or when you visit the TRB box office in person, the provider of our box office ticketing system, tickets.com Limited will receive your personal information so that you can book and pay for your tickets and services.

Spektrix Limited is a data processor for TRB and does not use your personal information for any other purpose apart from processing your purchases. Your personal information within the Spektrix booking system is held securely in a cloud based system.

### **Cookies and using the TRB website**

Our website provider may use Cookies on your computer. A Cookie is a small file that sits on your computer's hard drive and Cookies make it possible to track your visits to the TRB website and to use certain services on the TRB website such as online ticketing.

Our website provider is a data processor for TRB. TRB cannot identify any individual persons from the Cookie data but the data is used to analyse how long people spend on the TRB website and what sections of the TRB website people view.

- You can delete Cookies, but you may lose any stored information that enables you to access the TRB website more quickly.
- Your website browser will allow you to choose whether to accept or disable Cookies in your web browser. Your website browser will automatically accept Cookies, but you can change this.
- For further details please consult the help menu in your browser. Disabling Cookies may prevent you from using the full range of services available on the TRB website.

TRB uses Google Analytics to collect information about how people use the TRB website. We do this to make

sure the website is meeting its users' needs and to understand how we could improve things. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on.

TRB cannot identify any individual persons from the information provided by Google Analytics.

The data includes:

- data stored by cookies: \_utma stores each user's number of visits, time of the first visit, the previous visit and the current visit; \_utmb and \_utmc check how long a visitor stays on the site: when a visit starts and ends; \_utmz tracks where a visitor came from (search engine, search keyword, link); \_utmv and \_utmd track visitor journeys through the site and classifies them into groups; and
- duration of cookies: \_utma expires two years after your last visit to this site; \_utmb expires 30 minutes after your visit, or after 30 minutes of inactivity; \_utmc expires at the end of a session (when you close your browser); \_utmz expires six months after it was last set; \_utmv (not set) expires immediately; \_utmd (not set) expires immediately.

### **Using the TRB website**

You can use certain areas and features of the TRB website without providing any personal information or other data at all. However, if you want to use all the services available on the TRB website you may need to submit customer account information or other data.

You do not have to provide us with all the information we may ask you for. It is up to you.

All debit and credit card information is processed 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.

### **How do we store your personal information?**

We take all the precautions that we can to make sure that your personal information is stored securely. Electronic information is kept on servers in a secure environment. Your credit and debit card information is encrypted and secured in a cloud based system by Spektrix Limited.

No website can be completely secure; if you have any concerns that your customer account could have been compromised, e.g. someone could have discovered your password, please get in touch straight away by contacting [feedback@theatreroyal.org.uk](mailto:feedback@theatreroyal.org.uk). We make sure that any third parties we use for processing your personal information keep your personal information safe and secure. We have internal Data Protection Policies



and Procedures and provide our staff with regular data security training. Our policies and procedures are overseen and reviewed regularly by the TRB Senior Management Team and the Trustees of TRB.

Whenever your information is stored online, we have a data sharing agreement with the data processor which states the security requirements for your personal data. If there is a data security breach then the data processor must tell us immediately and we will then tell you if we are required to do so by law.

### **For how long do we keep your personal information?**

We will only keep your personal information for as long as we need to. We have a data retention policy which determines the length of time records should be kept. In some cases we are required by law to retain certain financial records for set periods of time, and these circumstances override our other retention periods.

We will ask you to check and update your contact preferences periodically so that we know our database is up to date. You can withdraw your consent, or make changes to your contact preferences at any time.

- We actively maintain customer data, including communications with you, previous records or ticket, donations, membership status and other purchase histories to allow you to sign in to your account even if you have not booked with us for a while, and to continue to allow you to update and make changes to your marketing preferences. This also allows us to look up your customer account if you book with our box office staff.
- If your account has had no activity for some time, before it has gone 6 years with no activity, it will be made inactive from our database, thereby restricting access to the information, but it is stored indefinitely such that for any subsequent enquiry or activity you make we are able to link back to a single unique record that we hold for you on our system.
- We retain CCTV and Promotional images for 5 years.
- We retain Cookies information as set out above.
- We retain any complaints, queries or written communications with you for 6 years.

When TRB no longer needs to keep your personal information, it is deleted or securely destroyed.

You have the right to request we remove the information we store about you. Please contact us, and we will be happy to arrange this for you if you want us to. Any objections you make to any processing of your data will be stored against a record on our system so that we can comply with your request.

### **With whom do we share your personal information?**

We do not sell any of your information for the purposes of marketing or fundraising. We do not share your personal information with third parties, unless you have given us specific consent to do so, or if we are required to do so by law or to comply with a Court Order.

However, we do share your personal information with the third-party data processors that we have told you about above.

Where we use third party data processors, they can only use your information for the purposes that we have agreed with them. Any use for other purposes is strictly prohibited within a data sharing agreement between us and the data processor.

### **What rights do you have in relation to your personal information?**

You can:

- object to processing of personal data that is likely to cause, or is causing, damage or distress;
- object to the processing of your data where TRB relies on its legitimate interest as the legal grounds for processing;
- prevent processing of your personal data;
- port your data using an open format document, like a .csv Excel document;
- object to decisions being taken by automated means;
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and
- claim compensation for damages caused by a breach of the Data Protection regulations.

If you have a question about your personal data, this policy or how we use and process your personal information, you should contact: [feedback@theatreroyal.org.uk](mailto:feedback@theatreroyal.org.uk).

### **You have the right to complain**

If you have a complaint about the way we are collecting or using your personal data, please contact TRB in the first instance.

Alternatively, you have a right to complain to the Information Commissioner's Office at [ico.org.uk/concerns](http://ico.org.uk/concerns).

### **How to access your personal information (Subject Access)**

You have the right to be told about the type and nature of the personal information that TRB holds about you, and why we are holding and using it. You also have the right to rectify any inaccurate information we hold about you. Requests must be made in writing (not verbally).

There is no fee for Subject Access Requests. In certain situations, TRB is allowed to refuse your request, otherwise we will comply within one calendar month.

TRB's response will cover the following detail:

- any personal data that is being processed;
- a description of the personal data, the reasons it is being processed, and whether it will be given to any other organisations or people;
- a copy of the information comprising the data; and details of the source of the data.

If you require Subject Access Requests or our response to them in braille or any other format please contact us and we will happily arrange this as quickly as possible.

#### **Updates**

**This Notice is dated 24<sup>th</sup> October 2024.**