

# BRIGHTON PEOPLE'S THEATRE

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## Brighton People's Theatre Privacy Policy

Brighton People's Theatre is committed to protecting your privacy. This policy is effective from 29 January 2019 and explains how we collect, use and store your personal information.

We hold and process personal information in accordance with the General Data Protection Regulation (GDPR) and the Privacy and Electronic Communications Regulations (PECR).

By using our website, or by providing any personal information to Brighton People's Theatre, you consent to the collection and use of your personal information as set out in this Privacy statement.

If you do not wish to receive future communications from Brighton People's Theatre, please click the unsubscribe link which appears at the bottom of every email we send out through Zoho Campaigns. You can also contact us directly using the details at the bottom of this page.

If you want us to provide, amend or delete the information we hold about you, please contact us directly.

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

We collect personal information about you, including your name, email address, postal address, telephone number, date of birth, as well as information about your relationship with Brighton People's Theatre including your booking history, interests and any correspondence with us.

You may give us your personal information when you:

- book a ticket for an event
- make a donation
- subscribe to our newsletter
- enrol on a course or workshop
- apply for a job, placement or volunteering opportunity
- or otherwise give us personal information online, in paper or electronic form, over the phone, or in person.

For equal opportunities monitoring, we collect anonymous data about gender, age, ethnicity, sexual orientation and access requirements.

We may also receive information from external sources:

- Third party organisations (e.g. individuals, project partners, venues, education institutions) but only when you have given consent, or if it is essential in order to deliver a service to you.
- Social media, when we reply to comments and messages. We also create adverts tailored to suit your interests as a result of cookies (see below).
- Through our cookies on our website, information about your computer, including your IP address, operating system and browser type, for system administration and in order to create reports. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.
- Depending on your privacy settings, we may receive anonymous demographic or analytical information in order to understand the reach and effectiveness of our advertising.

### **Why and how we use your information**

When you purchase a ticket, book a place on a workshop or event, donate to us, apply for a job, or sign up to our mailing list, we store your personal information so that we may contact you about your purchase or booking; and to keep you informed about future events, services, or opportunities. We will only contact you about our fundraising initiatives if we have your permission to do so.

We will only send emails to addresses that have been supplied directly to us by customers, and we always disable or remove addresses in our database when requested to do so by those customers. We will never pass your data on to any third parties without your explicit consent.

If we have contacted you in the past and you have explicitly told us that you don't want to receive marketing or fundraising communications from us, we will update your communications preferences, and keep your name and contact details on a list of people that we don't contact on Zoho CRM, Zoho Campaigns or both.

If you would prefer for your information to be completely removed from these databases, please let us know using the contact details at the bottom of this page.

### **How we keep your details secure**

We use Zoho CRM as our customer relationship management software to securely store information about you and your relationship with us.

We use Zoho Campaigns as our marketing automation platform to send our e-newsletters and other emails about our activities.

Information you provide will be transferred to Zoho CRM and Campaigns for processing in accordance with their [Privacy Policy](#).

We use Eventbrite to deliver our ticketing service for our events and workshops. Controlled access to these third party software packages is granted to Brighton People's Theatre staff to deliver and improve the services we offer to you.

We use Eventbrite to receive contributions on a 'pay what you can' basis. Brighton People's Theatre does not hold or store credit or debit card details.

Information you provide will be transferred to Eventbrite for processing in accordance with their [Privacy Policy](#).

We may retain information for a period of six years after your association with us has come to an end. Some information may be retained indefinitely for historical, statistical or research purposes. You have the right to require us to erase personal data at any time.

### **Giving you control**

We may tell you about events, courses, project news and opportunities from partner organisations that we feel may be relevant to you. Our newsletters may include information from partner organisations and other organisations that support us.

You can let us know how you want to hear from us by getting in touch with us directly.

You can opt out from our marketing communications at any time – every email sent to you will tell you how to do this.

If you have opted out of marketing communications, we may still get in touch with you. For example we may email you to give you important information about an event or course you have booked, or to tell you about any changes.

You have the right to request a copy of the information that we hold about you. If you would like a copy of your personal information, please get in touch – our contact details are below.

We want to make sure that your personal information is accurate and up to date. You can ask us to correct or remove information you think is inaccurate.

You have the right to request us not to send you marketing or fundraising communications.

You have the right to request us to erase your personal data.

You have the right to object to any of our particular processing activities where you feel this has a disproportionate impact on your rights.

### **Website & Cookies**

We may collect information about your computer, including your IP address, operating system and browser type, for system administration and in order to create reports. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

The only cookies in use on our site are for Google Analytics. Google Analytics is a web analytics tool that helps website owners understand how visitors engage with their website. Google Analytics customers can view a variety of reports about how visitors interact with their website so that they can improve it.

Like many services, Google Analytics uses first-party cookies to track visitor interactions as in our case, where they are used to collect information about how visitors use our site. We then use the information to compile reports and to help us improve our site.

Cookies contain information that is transferred to your computer's hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

Google Analytics collects information anonymously. It reports website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how you visit our site – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this [Google page](#).

### **Get in touch**

If you have any further questions, please e-mail [sarah@brightonpeoplestheatre.org](mailto:sarah@brightonpeoplestheatre.org) or write to:

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