# Theatre Peckham Privacy Policy

At Theatre Peckham we take your privacy very seriously and know that you care about how your personal information is used and shared. Please read the following to learn more about how we collect, store, use and disclose information about you when you interact with us. Personal information is any information that can be used to identify you. For example, it can include information such as your name, date of birth, email address, postal address, telephone number, and credit/debit card details, as well as information relating to your health or personal circumstances. This policy covers our treatment of information that we gather when you are accessing or using our websites or services or when you contact us in any manner. We gather various types of information, including information that identifies you as an individual ("Personal Information") as explained in more detail below. We work in accordance with GDPR laws and regulations. We are registered with the Information Commissioner's Office as a Data Controller.

## Our promise to you is that:

- We will keep your details and personal information safe.
- We will not sell, trade, or rent your personal contact details to any organisation.
- Our website is a safe environment.

## Why we ask for your data:

When you give us your data, we may use it for one or more of the following purposes:

- To manage, deliver and improve our services
- To collate anonymous statistics for funders
- To maintain our own accounts and records
- To manage any ticket, course, and room bookings that you make online or in person with our staff
- To contact you in the event of an alteration or cancellation of one of our services
- To fulfil our legal and/or regulatory duties
- To process a financial payment
- To respond to a request made by you
- If you have a child attending a course, to contact you about your child
- With your consent, we may use your information to send you communications about our work and how you can help us to help you, for example, information about our campaigns, and fundraising activities and how you can donate to us.
- We use your personal information to claim Gift Aid on your donations.
- We will use your data when you apply for employment or volunteering which will include an equal opportunities form.

## What Information Do We Collect?

### Information You Provide To Us:

You may give us information about yourself by filling in forms on our website www.theatrepeckham.co.uk, at our venue, or by corresponding with us by phone, email, text or in person. When you use our website, we collect the personal information that you provide to us, for example your name, your email address, your telephone number, financial and credit card information (used solely to process your transaction), as well as any other contact. other information you choose to provide us in connection with the delivery of services.

If you register or create an account for a young person attending our Academy, we will collect the personal information that you provide to us, for example information about a young person including their name, date of birth, ethnic identity, address, and any additional needs they may have.

If you complete an online or paper feedback form following a performance, course, project, or other event, we may want to find out what you thought so that we can improve what we do. We may ask for information such as your address, age, and gender, so we can identify who our audiences and participants are to improve our services to help us engage with the widest group of people. We may share this information with our funders. This information is always anonymised, and we do not share anything which identifies you.

### Information We Automatically Collect:

When you use our website, we collect information via cookies and other similar technologies which may include the option to save cookies to users' computers. This helps us to provide you with a good experience when you browse our website and allows us to improve our website. We may collect information related to your device such as your device's IP address, referring website, what pages your device visited, and the time that your device visited our website. We may collect personal information to claim Gift Aid on your donation. You can choose to opt out of this.

### Sensitive Information

We may collect sensitive personal information about you or your child including information about your racial or ethnic identity, gender, medical/disability information, offences, or alleged offences committed by you. We collect this kind of information on a voluntary basis and after having obtained your explicit consent to do so, or where it is necessary to do so to comply with legal requirements (including for employment law purposes and to carry out our obligations arising from any contracts entered between you and us). Sensitive data may be desegregated and used to provide information to funding bodies for statistical purposes. This data is always provided to third parties as quantified data (i.e., cumulative numerical data only with no identifying information relating to any data subject).

### How we use the Information

We use the information we collect via our services for a range of reasons, including:

- to safeguard the young people, participants and customers who use our services;
- to set up and maintain our contact and management systems;
- to provide and operate our services;
- to process and complete transactions and send related information including transaction confirmations and invoices;
- to manage our participants, audiences, and customers use of our services;
- to investigate and prevent fraudulent activities and other illegal activities.
- to report back on grants to Trusts and Foundations

We use the information we collect via our website:

- for administration and reporting purposes including (but not limited to) troubleshooting, performance analysis, statistical analysis, and testing;
- to improve our website to ensure that content is presented in the most effective manner for you and for your device;
- to analyse customers' use of our website for monitoring and marketing purposes;
- for the purposes made clear to you at the time you submit your information – for example, to fulfil your request for information on our products and services;

- as part of our efforts to keep our website safe and secure.

We may also use the information you send to us via our website and/or services, to communicate with you via email, SMS messaging and possibly other means regarding our courses, projects, productions, products, services, offers and events we think may be of interest to you or to send you a newsletter if you have already consented to that. You will always be able to opt-out of such communications at any time (see the "What choices do I have" section below).

**The legal basis for processing your personal data**

Such processing is mainly based on the performance of the service relationship (GDPR Article 6 (1) point (b)), but also on compliance with legal obligations (GDPR Article 6 (1) point (c)) and, where the processing exceeds what is strictly provided by law or what is strictly necessary for the performance of the contract, our legitimate interests duly balanced with your fundamental rights and freedoms (GDPR Article 6 (1) point (f)).

## Third Party Providers

### Box Office

We use a third-party provider, Ticketsolve, to deliver our box office system. We gather personal information that you provide through the box office system, for example your name, your email address, your telephone number, address, and information about whether you have opted-in to receive our emails, newsletter and to third party information. For more information about TicketSolve, please see TicketSolve privacy notice (Privacy & Cookies - Ticketsolve)

### Academy

We use a third party, Class 4 Kids to deliver our Academy booking system. We gather personal information that you provide through the system, for example your name, your email address, your telephone number, your ethnicity, and information about whether you have opted-in to receive our emails. For more information about Class 4 Kids, please see the Class 4 kids privacy notice is Privacy Policy | ClassForKids

### Monitoring and Evaluation

We use a third party, Upshot, to collate data on people visiting our building and taking part in our programmes. We gather personal information that you provide through the system, for example your name, your email address, your telephone number, your ethnicity, and information about whether you have opted-in to receive our emails. We will also collate information such as achievements and milestones. Any information demographic data will be collated and anonymized if it needs to be shared externally for example reports or funding applications. For more information about Upshot, please see the Upshot privacy notice is Privacy statement | Upshot

### E-Newsletter

We use a third-party provider, Mailchimp, to deliver e-newsletters and other information. We may at times gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see Mailchimp's privacy notice (Mailchimp Data Security and Privacy | Mailchimp)

### Invitations
We sometimes use a third-party provider, Paperless Post, to send digital invitations to press nights and other private events. You can read Paperless Post's Privacy Policy (https://www.paperlesspost.com/privacy-policy).

### Social Media
We use two third party providers, to support our social media and Communications.
Adobe Suite (https://www.adobe.com/privacy/policy)
QR generator (https://www.qr-code-generator.com/company/privacy-policy/)

### Web Analytics
We use a third-party provider, Google Analytics and GA4, to analyse our web traffic. For more information, please see Google's privacy notice (https://policies.google.com/privacy).

### Surveys
We occasionally use third party providers, Survey Monkey, Type Form, Microsoft forms, and Illuminate to facilitate market research. Illuminate is the audience data collection platform provided by the Arts Council. For more information, please see Survey Monkey's privacy notice. (Privacy Notice | SurveyMonkey) Microsoft's privacy notice (https://privacy.microsoft.com/en-us/privacystatement), Type Forms Privacy Notice (https://admin.typeform.com/to/dwk6gt) and Illuminate's privacy policy (Illuminate (illuminate-data.org.uk))
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### CCTV
Theatre Peckham manages a CCTV system in and around the building. Only authorised staff have access to the system. Images are recorded for the purposes of crime prevention and public safety.

### How we share and disclose the information to third parties
We do not sell or share your Personal Information to anyone without your explicit consent before doing so. We may share your details with specific named visiting companies whose performances you have attended, but only if you have already given your explicit consent before doing so. Under certain circumstances we may be required to disclose your Personal Information in response to valid requests by public authorities such as the Police or security services.

### Legitimate Interests
"Legitimate Interests" means the interests of our company in conducting and managing our business to enable us to give you the best service/products and the best and most secure experience. For example, it can apply to processing that is in your interests; for example, we may process your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.

When we process your personal information for our legitimate interests, we make sure to consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. Our legitimate business interests do not automatically override your interests – we will not use your Personal Data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). If you have any

concerns, you have the right to object to processing your personal information that is based on our legitimate interests.

### Security of Personal Information

We use appropriate technical, organisational, and administrative security measures to protect any information we hold from loss, misuse, unauthorised access, disclosure, alteration, and destruction. We will ensure that any third parties we use for processing your personal information do the same. Unfortunately, no company or service can guarantee complete security. Unauthorised entry or use, hardware or software failure, and other factors may compromise the security of user information at any time.

### How long do we store your data?

We will not retain personal data for longer than is necessary for the purpose it is required, and we will ensure it is securely deleted when no longer needed. We will review data to reduce the risk of it becoming inaccurate, out of date or irrelevant in line with our Record Retention Policy. Please let us know if you see any inaccuracy with the data that we are holding by emailing us at admin@theatrepeckham.co.uk.

### What Choices You Have

You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us, take advantage of our services and participate in our events, particularly our courses for children. You can opt-out of receiving promotional or marketing communications from us at any time by using the unsubscribe link in the email communication we send. If you have engaged in any of our services, we may send you related communications.

### Your Rights

You have several rights in relation to your personal data. More information about each of these rights is set out below.

You have the right to ask us for a copy of your personal data (Article 15 GDPR), to correct (Art. 16 of GDPR), delete (Article 17 GDPR) or restrict (stop any active) processing of (Article 18 GDPR), your Information; and to obtain the Information you provide to us for a contract or with your consent in a structured, machine readable format, and to ask us to share this Information with another controller (Article 20 GDPR).

In addition, as far as the processing of your personal data is based on our, or third parties', legitimate interest, you have the right to object to the processing in accordance with Article 21 of GDPR.

These rights may be limited, for example if fulfilling your request would reveal Information about another person, or if you ask us to delete personal data which we are required by law to keep or have compelling legitimate interests in keeping.

You can withdraw your consent in respect of any processing of personal data which is based upon a consent which you have previously provided. You can also opt out of receiving email newsletters and other marketing communications by following the opt-out instructions provided to you in those emails.

To exercise any of these rights, you can contact us by emailing admin@theatrepeckham.co.uk

Please include your registration information, where we offer registration, such as first name, last name, and e-mail address in the request. We may ask you to provide additional information for identity verification purposes.

You also have a right to complain to a supervisory authority for data protection in the country where you live, where you work, or where you consider that a breach of data protection has occurred, although we hope that we can assist with any queries or concerns you may have about our use of your personal data.

If you are an Academy member and have an account with us, you can amend your personal details at any time by signing in to your account on our website. You can also contact us by emailing membership@theatrepeckham.co.uk.

**Linked Websites**

For your convenience, hyperlinks may be posted on our website that link to other websites (the "Linked Websites"). We are not responsible for content on these websites, and this Privacy Policy does not apply to the privacy practices of any Linked Websites or of any companies that we do not own or control. We encourage you to read the privacy statements on other websites you visit.

**Changes to Privacy Policy**

Any changes we may make to our privacy policy in the future will be posted on our website and, where appropriate, notified to you by email.

**Questions about this Policy**

If you have any questions or concerns regarding our Privacy Policy, please send a detailed message to admin@theatrepeckham.co.uk.

The Information Commissioner (ICO) is also a source of further information about your data protection rights. The ICO is an independent official body, and one of their primary functions is to administer the provisions of the GDPR. You have the right to complain to the ICO if you think we have breached the GDPR. You can contact the ICO at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire, SK9 5AF
0303 123 1113
http://www.ico.org.uk/

Our main address is Theatre Peckham, 221 Havil Street, SE5 7SB.

Theatre Peckham is a Registered Charity (294399) and Registered Company (02016836).

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| Reviewed | 20.07.2019 | |
| Reviewed | 26.2.2021 | Amy Hubbard, Company Administrator |
| Reviewed | 1.2.2022 | Amy Hubbard, Company Administrator |

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|---|---|---|
| Reviewed | 3.1.2023 | Annette Brook, Head of Communications |
| Reviewed | 13.03.2024 | Vicky Ream, Head of Marketing and Communications |
| Reviewed | 9.5.2025 | Amy Hubbard, Charity Relationships Manager |
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