The Albany Theatre gathers data in several ways, but always in order to enable us to provide the best possible service to our Members, Albany Friends, Volunteers, Hirers and Patrons.

The following is a broad description of the way the Albany Theatre Trust processes personal information. Our Privacy Statement below is published on our website and regularly reviewed.

To understand how your own personal information is processed you may need to refer to any personal communications you have received, check any privacy notices the Trust has provided, or contact us to ask about your personal circumstances. The Albany Theatre Trust does not hold sensitive personal information.

In particular, the Albany Theatre Trust processes personal information about:

**Members**

We process personal information to enable us to inform Albany Members about what is going on within the Trust. In becoming a Member, you give us permission to hold and use your data.

**Albany Friends**

We process personal information to keep a record of membership and to enable us to inform Albany Friends about opportunities for Friends to contribute to the life and development of the Trust. In becoming a Friend, you give us permission to hold and use your data.

**Albany Volunteers**

We process personal information to keep a record of volunteers and to enable us to inform volunteers about opportunities to fulfil their roles as volunteers. In becoming a volunteer, you give us permission to hold and use your data.

**Hirers**

We process personal information in order to be able to keep a record of hirers and to enable us to provide good service. In becoming a Hirer, from the moment of making an enquiry, you give us permission to hold and use your data.

**Patrons**

We process personal information to enable us to provide a service to patrons for the selling and purchasing of tickets for events, market research, maintaining our advertising and marketing and keeping our own accounts and records up to date.

**What personal information do we process?**

We process information relevant to the above reasons/purposes. This may include:

* personal details
* family details
* lifestyle and social circumstances
* employment and education details
* financial details
* goods or services provided

**Who do you process information about?**

We process personal information about the categories of people listed above, who may include:

* staff and volunteers
* customers and clients
* suppliers
* complainants and enquirers

**Who may you share the information with?**

We sometimes need to share the personal information we process with the individual themself and also with other organisations. Where this is necessary we are required to comply with all aspects of the Data Protection Act (DPA). What follows is a description of the types of organisations we may need to share some of the personal information we process with for one or more reasons.

Where necessary or required we share information with:

* staff and volunteers
* family, associates or representatives of the person whose personal data we are processing
* customers and clients
* current, past and prospective employers
* education and examining organisations
* financial organisations
* trade unions
* professional bodies
* local government
* central government
* survey and research organisations

We do NOT share information with traders in personal data or use data for purposes other than those described above. We do not transfer any personal information outside the European Economic Area (EEA).

## **Privacy Notice**

**PRIVACY POLICY**  
We are committed to protecting your personal information and being transparent about what information we hold about you.

Using personal information allows us to develop a better understanding of our patrons and, in turn, provide you with relevant and timely information about the work that we do and aspire to achieve in the future – both on and off stage.

The purpose of this policy is to outline in a clear and unambiguous way how we, The Albany Theatre, Coventry, collect information from you, how it is used and how we protect it.

We use your information in accordance with all applicable laws concerning the protection of personal information.

If you have any queries about this policy, or any extra information you feel this policy does not cover, please contact: boxoffice@albanytheatre.co.uk

**INFORMATION COLLECTION**  
We collect various types of information and in a number of ways:

• INFORMATION YOU GIVE US  
For example when you register on our website, buy tickets or make a donation, we’ll store personal information you give us such as your name, email address, postal address, telephone number(s) and card details. We will also store a record of your purchases and donations.

• INFORMATION ABOUT YOUR INTERACTION WITH US  
For example, when you visit our website, we collect information about how you interact with our content and adverts. When we send you a mailing list we store a record of this, and in the case of emails we keep a record of which ones you have opened with us and which links you have clicked on.

• INFORMATION FROM THIRD PARTIES  
We will not share any details with any other third parties without your agreement, unless required by law.

• SENSITIVE PERSONAL DATA  
Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not usually collect this information about our patrons unless there is a clear reason for doing so. As an example, we may ask for information that relates to health issues or a disability so that we can offer you the most accessible seat and at any discounts you may be eligible for (for example, a free carer’s ticket to a wheelchair user’s companion) and we may store this on your account as an attribute so that you are not frequently asked (e.g. “Wheelchair User”).

**LEGAL BASIS**  
There are three main bases under which we may process your data:

• CONTRACT PURPOSES  
When you make a booking with us or make a donation to us, you are entering into a contract with us. In order to perform this contract and to offer you the best possible customer service we need to process and store your data. For example, we may need to contact you by email or telephone in the case of a show cancellation or alteration. You can choose to share with us as much or as little data as you feel suitable for this purpose. You can request that we do not collect this data at the time of the booking, however, this will prevent us being able to update/amend any tickets and we will not be able to search for and replace your booking should you lose your tickets.

• LEGITIMATE BUSINESS INTERESTS  
In certain situations, we collect and process your personal information that are in our legitimate organisational interests. We describe below all situations where we may use this basis for processing.

• CONSENT  
For any situations where the two above bases are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

**MARKETING SITUATIONS**

We use our legitimate organisational interest as the legal basis for communications by post and email. We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you; whilst we do like to occasionally send out generic updates about the venue and new seasons, we aim to send out content and offers that are tailored to your interests based on what events you have booked for in the past, as well as any preferences you may have expressively told us about.

When you first supply personal information during a transaction with the us you will have the option to agree to, or decline, our use of this information for marketing purposes. Should you wish to no longer hear from us in any of these ways you can unsubscribe from our mailings by following the link at the bottom of all our email communications. You can also log in to your account and change your preferences yourself, or alternatively you can use the contact details at the end of this policy.

**OTHER PROCESSING ACTIVITIES**

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

• We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant as possible.

• We may analyse data we hold about you to identify and prevent fraud.

• To improve our website, we may analyse information about how you use it and the content and ads that you interact with.

**THIRD PARTIES**

Only Albany Theatre employees and approved contractors or system developers (whom we may appoint from time to time and would need the information to perform a specific job), are granted access to personally identifiable information.  We will not share any details with any other third parties without your agreement, save for the following situations:

• To our own service providers who process data on our behalf and on our instructions (for example, our ticketing system Spektrix). In these cases, we require that these third parties comply with our instructions and with data protection laws, for example around security of personal data.

• If you have purchased “Meet and Greet” tickets for a specific event, we may need to pass on details of your booking, such as your name and contact number in case of absence, to the event organiser. It is assumed that by booking for an event of this type, you would be happy to have your name featured on the guest list. Where possible, The Albany Theatre will always strive to be in control of the guest list, in order to minimise the passing along of information.

• Where we are under a duty to disclose your personal information to comply with any legal obligation (for example to government bodies and law enforcement agencies.)

**COOKIES**  
Please visit our web page about [**cookies**](http://www.albanytheatre.co.uk/cookie-notice) for more information on what these are and how these are used.

**YOUR DEBIT AND CREDIT CARD INFORMATION**

If you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS).

When booking online we optionally allow you to store your card details for use in a future transaction. This is carried out in compliance with PCI-DSS and in a way where none of our staff members are able to see your full card number. We never store your 3- or 4-digit security code. You can manage your stored cards by logging into your account.

When booking through a member of our theatre staff, by phone or at the counter, we will not actively offer to store the details of the card you are booking with.

**MAINTAINING YOUR PERSONAL INFORMATION**

We store your personal information indefinitely so that for any subsequent purchases you make we are able to link them back to a single unique record that we hold for you on our system.

If there are aspects of your record that are inaccurate or that you would like to remove, you can do this by logging into your account through our website. Alternatively, please use the contact details at the end of this policy.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

**SECURITY OF YOUR PERSONAL INFORMATION**

We will put into practice appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

Any printed materials that may contain your data, for example a guest list or uncollected ticket, will be shredded and disposed of carefully.

**YOUR RIGHT TO YOUR PERSONAL INFORMATION**

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected or updated. Please use the contact details at the end of this policy if you would like to exercise this right.

**CONTACT DETAILS AND FURTHER INFORMATION**

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

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