EDGE ARTS CENTRE 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, to provide you with relevant and timely information about the work that we do - both on and off stage. The purpose of this policy is to give you a clear explanation about how we collect and use the information we collect from you.

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

• What information we collect about you

• How we use that information

• In what situations we may disclose your details to third parties

• Information about how we keep your personal information secure, how we maintain it and

your rights to be able to access it

WHO WE ARE

The Edge Arts Centre is owned and operated by William Brookes Academy Trust. The Edge Arts Centre is a 'data controller.' This means that we are responsible for making sure your personal data is secure, used in an appropriate way and in accordance with General Data Protection Regulations (GDPR).

WHY WE NEED YOUR INFORMATION

Your data helps us to provide you with an efficient and effective service. This data includes personal details (e.g. name, address, e-mail) booking history (e.g. events you have attended). This all helps us keep you informed and enables us to make your experience better.

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 are a member of our Friends of The Edge Scheme, we will store the personal information you give us, such as your name, email address, postal address and telephone number.

**Sensitive personal data**

We do not usually collect sensitive personal information about our patrons unless there is a clear reason for doing so. (i.e. health information about participants of classes and courses).

LEGAL BASIS

There are three bases under which we may process your data:

**Processed lawfully, fairly and in a transparent manner**. When you make a purchase from us, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example, to contact you by email, post or telephone in the case of a cancelled performance, to send you pre or post-show email, or in the event of any problems with your payment.

**Collected for specified legitimate purposes and not further processed in a manner which is incompatible with those purposes**. In certain situations we collect and process your personal data for purposes that are in our legitimate organisational interests. However, we only do this on the basis that it has no overriding prejudice to you, offers minimal intrusion and also carries potential benefits for both you and the Theatre and/or the wider community. We describe below all situations where we may use this basis for processing.

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

MARKETING COMMUNICATIONS

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, such as what events you have booked for in the past, as well as any preferences you may have told us about.

We use our legitimate organisational interest as the legal basis for communications by post and email. In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. In the case of email, we will give you an opportunity to opt out of receiving them during your first purchase with us. If you do not opt out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact details at the end of this policy.

THIRD PARTIES

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

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

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

YOUR DEBIT AND CREDIT CARD INFORMATION

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

MAINTAINING YOUR PERSONAL INFORMATION

We store your personal information indefinitely, unless you request us to delete your information, such 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.

YOUR RIGHTS

You have the right to see your data at any time. You can also object to how it is used, have it corrected or deleted. Please use the contact details at the end of this policy to submit any requests.

CONTACT US

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.

Address: Data Protection Officer, The Edge Arts Centre, William Brookes Academy Trust, Farley Road, Much Wenlock, TF13 6NB

Email: [mbainbridge@williambrookes.com](mailto:manager@edgeartscentre.co.uk)

If you have a concern about the way the Edge Arts Centre or William Brookes Academy Trust is collecting or using your personal data, you can raise a concern with the Information Commissioners Office (ICO). The ICO can be contacted on 0303 123 1113, Monday-Friday 9am-5pm.