



PRIVACY POLICY

Updated May 2018

The West Cliff Theatre is 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 we do and shows on offer. As a charity, it also helps us to engage with potential supporters and donors.

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, postal address, email address and telephone number . We will also store a record of your purchase & donation.

(This information may be needed especially in the case of a cancelled show, or problems with payment)

Information about your interactions with us

For example, when you visit our website, we collect information about how you interact with our content and ads. If we send you a mailing we store a record of this, and in the case of emails we keep a record of which ones you have opened and which links you have clicked.

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 collect this type of information about our patrons.

Marketing Communications

We aim to communicate with you about the work we do in ways that you find relevant, timely and respectful. To do this we use the data that we have stored about you, such as events you have booked for in the past, as well as any preferences you may have told us about.

You can opt out at any time from receiving emails or postal communications from us by contacting the Box Office directly. We will never cold call you about shows or events.

Other Processing Activates

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

1. We may analyse data to ensure that the content and timing of communications that we send are as relevant as possible.
2. We may analyse data we hold in order to identify and prevent fraud.
3. In order to improve our website we may analyse information about how you use it and the content and ads you interact with.

In all of the above cases we will always keep your rights and interests at the forefront. You have the right to object to any of these processes at any time.

(Please bear in mind that if you do object this may affect our ability to carry out tasks that are for your benefit)

Third Parties

There are certain circumstances under which we may disclose your personal information to a third Party. These include:

1. To our service providers who process data on our behalf and on our instructions (for example our ticketing system software provider). In these cases we require that these third parties comply strictly with our instructions and with the data protection laws, for example around security of personal data.
2. Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government or law enforcement bodies).
3. To specific named touring or local companies whose performances you have attended.

(We do not sell, rent or trade your personal information to third parties for marketing purposes without your consent.)

Third Party Links

From time to time our website may contain links to other websites. We are not responsible for the privacy practices or content of other websites so please refer to those websites privacy policies.

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function (for example to keep track of your basket) as well as provide website operators with information on how the site is being used.

We use cookies to keep track of your basket as well as to identify how the website is being used and what improvements we can make.

Google Analytics

We use Google Analytics to analyse the use of our website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy: <http://www.google.com/privacypolicy.html>

Debit & Credit Card Information

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

Maintaining your Personal Information

We store your personal information indefinitely and any future transaction will be linked 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 usually do this by logging in to your account through the website. Alternatively please contact us directly.

Security of your Personal Information

We will put in place 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.

All personal information we receive is stored on a server in a secure environment. Only employees and approved contractors and developers who need the information to perform specific jobs have access to personal information.

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

If you are under 18 years old, you must obtain your parent or guardian's consent before providing your personal information to our website.

Your Rights 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 the data corrected. Please contact us directly if you would like to exercise this right.

Policy Amendments

We may update this privacy policy from time to time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

Contact Details

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.

West Cliff Theatre,
West Cliff (Tendring) Trust,
Tower Road,
Clacton-On-Sea
CO15 1LE

admin@westcliffclacton.org

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