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Purpose of 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. As a charity, it also helps us to engage with potential donors and supporters. The purpose of this policy is to give you a clear explanation about how The Crescent Theatre collect and use the information we collect from you directly and from third parties.

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

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it for and your rights to be able to access it

If you have any queries about this policy, please contact the Theatre Manager at The Crescent Theatre or email: manager@crescent-theatre.co.uk

Who we are

The Crescent Theatre Limited is a charity and we currently do not rely on any external funding. Our registered charity number in England and Wales is 245054 and we are also registered as a company in England and Wales under registration number 699933.

Information collection

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

1. Information you give us

For example when you register on our website, buy tickets or memberships, or make a donation, we'll store personal information you give us such as your name, email address, postal address, telephone number and card details. We will also store a record of your purchases and donations. We will also store a record of your purchases, donations and your Gift Aid status, where applicable and as required by HMRC.

2. 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. When 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 on. We will keep records of all communications sent by your or received from you. We may also capture your image in photography or in the video recording of a production or event. We use CCTV recording equipment on our premises to safeguard our staff, customers and visitors to the building. Images from CCTV are held for a maximum of 120 days and if there is an incident the footage may be shared with our insurers, and the police.

3. Information from third parties

We occasionally receive information about you from third parties. For example, we may use third party research companies to provide general information about you, compiled using publicly available data, or we may receive recommendations from Crescent Members or business colleagues.

4. 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 type of information about our patrons unless there is a clear reason for doing so. As an example, we may collect health information if you join as a member and wish to be involved in certain activities. Sometimes we ask you to provide sensitive information, for example when you join the Access Registration Scheme, or book for certain workshops or when you apply for a job.

We are committed to safeguarding children, young people and vulnerable adults and do all we can to ensure that all who work with us, whether on stage or joining an education project, are safe and inspired by their experience. For the details of children under 16, we will ask for the consent of a parent/guardian to provide such information. We will always require the carer's signature on similar documentation relating to vulnerable adults. As with all the personal information we hold, sensitive information is held securely and restricted to those who need to use it. We will delete information when we no longer need it.

Legal basis

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

1. Contract purposes

When you make a purchase from us or make a donation to 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 we may need to contact you by email or telephone in the case of cancellation of a show, or in the case of problems with your payment. ■

2. Legitimate business interests

In certain situations we collect and process your personal for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way. We describe below all situations where we may use this basis for processing.

3. With your explicit consent

For 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.

We may also contact you about our work by telephone however we will always get explicit consent from you before doing this. Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your purchases (as above).

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 to you as possible.

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

In order to improve our website we may analyse information about how you use it and the content and ads that you interact with.

We may use your data provided to send invitations to take part in customer research or to request feedback. These invitations will always be optional, and you can opt out of these communications at anytime by using the contact details at the end of this policy. If you do take part, we may use the information gathered to help inform decision making about our services and products.

Any sensitive data we collect via customer research including gender, sexual orientation and age is always anonymous, and always optional although it is something we may be required to ask by funders to demonstrate that we are engaging or providing services for a range of people.

We may use your data to carry out research to understand your interest in supporting the theatre as a charity, and to make you aware of the opportunities to make a donation and support The Crescent Theatre. We will ask you specifically for your consent to receive fundraising emails, and you may opt out of this option at any time. We will use your information to administer any regular giving and supporter's schemes, and to make sure that any communications that we send you about fundraising are appropriate. By better understanding your interests and preferences we can continue to improve our service and communications to you as a supporter of the theatre.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

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 our ticketing system software provider). In these cases we require that these third parties comply strictly with our instructions and with data protection laws, for example 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).

To specific named visiting companies whose performances you have attended. In these

cases we will always ask for your explicit consent before doing so.

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 to 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.

You can view more information about how we use cookies here:

<https://www.crescent-theatre.co.uk/legal-stuff>

Measuring website usage (Google Analytics)

We use Google Analytics software to collect information about how you use our website. We do this to help make sure the site is meeting the needs of its users and to help us make improvements.

Google Analytics stores information about:

- The pages you visit on website – how long you spend on each page
- How you got to the site
- What you click on while you're visiting the site

Google Analytics sets the following cookies:

You can **opt out of Google Analytics cookies**

Name	Purpose	Expires
_utma	Determines the number of unique visitors to the site	2 years
_utmb	This works with _utmc to calculate the average length of time you spend on our site	30 minutes
_utmc	This works with _utmb to calculate when you close your browser	When you close your browser
_utmz	This provides information about how you reached the site (eg from another website or a search engine)	6 months
GDS_successEvents and GDS_analyticsTokens	These help us identify how you use our website so we can make the site better	4 months

YouTube Videos

We use YouTube to provide videos on some pages of the site. YouTube sets cookies when

you visit one of these pages.

Name	Purpose	Expires
_use_hitbox	A randomly generated number that identifies your browser	When you close your browser
VISITOR_INFO1_LIVE	Lets Youtube count the views of embedded Youtube videos	9 months

Links to other sites

Our Site may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. The Crescent Theatre Ltd has no control over, and assumes no responsibility for, the content, privacy policies, or practices of any third party sites or services.

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). You can find more information about this standard [here](#). We may optionally allow you to store your card details for use in a future transaction when you place orders online via our website. 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.

Maintaining your personal information

We store your personal information indefinitely 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.

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

Your rights to your personal information

You have the following rights related to your personal data:

- The right to request a copy of personal information held about you (which we will provide within one month of the date of request, free of charge, unless the request is repetitive, unfounded or excessive)
- The right to request that inaccuracies be corrected
- The right to request us to stop processing your personal data
- The right to lodge a complaint with the Information Commissioner's Office (by calling 0303 123 1113, or emailing casework@ico.org.uk)
- The right to have your data erased (which we will do within 30 Days)

Please use the contact details at the end of this policy if you would like to exercise any of the above rights.

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.

The Crescent Theatre Ltd.

20 Sheepcote Street

Brindley Place

Birmingham

B16 8AE

manager@crescent-theatre.co.uk ■

Changes To This Privacy Policy

The Crescent Theatre Ltd may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on the Site. You are advised to review this Privacy Policy periodically for any changes.