



## **Camberley Theatre Privacy Policy**

### **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 customers and in turn provide you with relevant and timely information about the work that we do – both on and off stage such as forthcoming shows, offers, news and events.

The purpose of this policy is to give you a clear explanation about how we collect and use the information you have given us.

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 use this information
- Our use of cookies to improve your use of our website
- Information on how we keep your personal information secure, how we maintain it and your rights to access it.

If you have any questions about this policy, please contact us using the contact details at the end of this policy.

### **Who are we?**

Camberley Theatre is owned and managed by Surrey Heath Borough Council.

### **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 or buy tickets, we'll store personal information you give us such as identity data e.g. your name, contact details e.g. email address, postal address, telephone number and financial details e.g. card



details are stored electronically in accordance with the Payment Card Issuer security standard. We also store a record of your purchase history.

### Information about your interactions with us

For example, when we send you a mailing we store a record of this and can keep a record of which ones you've opened and what links you've clicked on. This helps us send better and more informative emails about the shows and events you are interested in.

### Third parties

We do not share your information with any third party for marketing purposes. All emails, postal information or text message alerts come from Camberley Theatre.

Our ticketing provider, Spektrix, processes your data on our behalf and on our instructions.

### Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs. We don't collect this type of information about our customers unless there is a clear reason for doing so. As an example, we would collect health information about participants for some of our classes or workshops.

## **Legal basis**

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

### Contract Purposes

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 we may need to contact you by email or phone in the case of cancellation of a show or if there was a problem with your booking.

### Legitimate Business Interest

In certain situations we collect and process your personal data for purposes that are in our legitimate organisational interests. This may include, but is not limited to, informing you about cancellations, confirmation of bookings, and health and safety issues. However we only do this if there is no overriding prejudice to you by using



your information in this way. 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, for example; promotions, engagement and cross-selling to other similar productions.

## **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 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 consent as the legal basis for communications by post, email, telephone and SMS messaging. In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this notice. In the case of email, we will give you an opportunity to unsubscribe and opt out in every email we send. You can also update your contact preferences yourself by logging into your account on our website or by contacting the theatre Box Office and in these circumstances we will not contact you again. We may also contact you directly about our shows and events. We will always get consent from you to do this and you can opt out and unsubscribe from our service at any time.

## **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 need to contact you relating to your purchases (such as show cancellation for example)
- We may analyse data we hold about you to ensure that the content and timing of communications we send to you are as relevant 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 you interact with.
- We may analyse your information to determine future programming and event strands. For example, we may analyse the date of births of our customers to



look at the demographic of our customer base and identify groups to cater for in the future. This data is anonymised and is for our reference only.

### **Credit and debit 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 Stands (PCI-DSS)

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 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 against subsequent purchases you make and link them back to a single unique record that we hold for you in our system.

If there are aspects of your record that inaccurate or that you'd like to remove you can usually do this by logging into your account through our website. Alternatively please contact the Box Office (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 personal information**

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

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

### **Contact details and further information**

Please get in touch if you have any questions about any aspect of this policy.

Contact details for Camberley Theatre:



Camberley Theatre  
Knoll Road  
Camberley  
Surrey  
GU15 3SY  
[Camberley.Theatre@surreyheath.gov.uk](mailto:Camberley.Theatre@surreyheath.gov.uk)  
01276 707600

Contact details for the Data Protection Officer:

Karen Limmer  
Head of Legal Services at Surrey Heath Borough Council  
Surrey Heath House  
Knoll Road  
Camberley  
Surrey  
GU15 3HD  
[data.protection@surreyheath.gov.uk](mailto:data.protection@surreyheath.gov.uk)  
01276 707100