



Privacy Statement

1. Introduction

The Play House is committed to protecting your personal information. It is your information, it's personal, and we respect that. We also want to maintain the trust and confidence of every one of our participants, audience members and supporters, as well as each visitor who uses The Play House's website.

Our Privacy Statement gives you detailed information on when and why we collect your personal information, how we use it and how we keep it secure.

Aside from helping us deliver engaging performances and events, the information you share with us means you will receive a more personalised and rewarding experience e.g. information about performances and new works that may interest you.

Registering with The Play House has many benefits, not least the opportunity to receive information about our work. You can register with us at any time at <http://www.theplayhouse.org.uk/>

The Play House (B'ham) Ltd is a company limited by guarantee incorporated in England and Wales (Company number 02828276). The Play House (B'ham) Ltd is the data controller of your personal information.

Contact details for The Play House are:

The Play House
c/o Birmingham Repertory Theatre
Centenary Square
Birmingham
B1 2EP

By phone +44 (0)121 265 4425 or you can message us via our website <http://www.theplayhouse.org.uk/contact.html>.

If you have questions regarding your information or its use, please contact Aliyah Hussain, Schools Partnerships Coordinator, by email info@theplayhouse.org.uk or by phone +44 (0)121 265 4425.

Although it is not compulsory to provide all of the information listed below, should you choose not to, The Play House may not be able to provide you with the full range of services that we have to offer.

2. How We Collect Your Personal Information

Generally, we collect your information when you decide to interact with us. This could include booking work from our schools touring programme and/or purchasing tickets through a venue we are presenting our work at. You could make the booking online, over the phone or in person or it could be where you sign up to receive emails from us. It could be through applying for recruitment opportunities with us, partaking in audience and consumer research or supporting us through our fundraising activity. We also look at how our audience use our website, so that we can offer the best possible experience whether you're booking our work or just trying to find out more about us.

We collect information in a number of ways, which are listed below:

1. When you sign up to our mailing list at <http://www.theplayhouse.org.uk/> you will receive information about:

The Play House's work in the UK and internationally.

Occasional information about other arts and cultural organisation's work recommended by The Play House.

The Play House's schools touring programme.

Recruitment opportunities.

Information about The Play House's donor scheme and other fundraising initiatives.

2. When you send a comment via <http://www.theplayhouse.org.uk/>
3. When you apply for recruitment opportunities with us.
4. Through audience and consumer research.
5. When you purchase tickets for The Play House's work through a third party venue via online, phone or in person at the venue's box office.
6. Contact us by post, e.g. evaluation forms and feedback.
7. When you sign up as a donor to The Play House's donor scheme at <http://www.theplayhouse.org.uk/support-us.html>

8. Visit our website: we use cookies to help make the experience of using our website better and to personalise the service you receive from us – this means we will remember your previous visits and track the pages on our website that you visit. For more information please see our Cookie Policy www.theplayhouse.org.uk. When you visit www.theplayhouse.org.uk The Play House's web server automatically records your public internet protocol ('IP') address and also generates a log file.
9. We get data about you from third parties – please see the 'How we handle your information and other organisations' section for more details. This could include public venues where you have seen The Play House's work or partners that we have run competitions with.

3. The Types of Information We Collect

We only collect the information that is necessary to carry out our business, provide the particular service you've requested and to keep you informed. There are occasions when you can choose not to give us certain information, but this for example, may limit the level of personalisation we offer e.g. you may not get to hear about an event you would have loved to attend.

The type of information we collect depends on where and when it is gathered:

Information we obtain directly from you:

When you register on our website or book a programme of work from us or purchase tickets from third party venues online, by post or phone we need to collect information from you in order to provide the service you are requesting. We may collect:

Prefix and name

Gender

Email address

Date of Birth

Contact phone number(s)

Payment card details. Please note, we will not hold payment information for any longer than it takes to process your transaction.

Delivery address(s)

Billing address

If you are a student we may also collect:

Name of college/university

Area of college/university

Course name

Course faculty

Course level

Course end date

When visiting our website we may collect the following information:

Automatically populated IP address: a public IP address is a unique number which allows a computer, group of computers or another internet connected device to browse the internet. The log file records the time and date of your visit, the pages that were requested, the referring website (if provided) and your Internet browser version. This information is collected to help diagnose and manage the website, to audit the geographical make-up of users, and to establish how they have arrived at the website.

Cookies: for further information about Cookies and how The Play House uses them, please read The Play House's Cookie Policy at www.theplayhouse.org.uk.

Information we obtain independently from you:

Your information may be shared with us by independent organisations, for example other education organisations that The Play House has worked with. These independent organisations will only do so when it is required to complete a contract and/or when you have indicated your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process and safeguard your data.

The independent organisations we are currently working with are:

Arts Connect
Arts Council England
Birmingham City University
Birmingham Repertory Theatre
University of Birmingham
Millennium Points Trust
Various nurseries and schools across the West Midlands (contact info@theplayhouse.org.uk for further information)

Third Party Organisations

We may combine information you have given to us with this additional information available from external sources. This will only be done when you give permission to the relevant third party organisations to share the data they hold on you, or if the data is already publicly available.

Data Hygiene

From time to time we may screen our database against recognised data hygiene file such as National Change of Address file and cleanse our file or correct inaccurate data. We may also update inaccurate data if the information is available.

Social Media

Depending on your settings or the privacy policies for social media and messaging services like Facebook, Twitter or Instagram, you may give us permission to access information from those accounts or services.

Information available publicly

We may include information found in places such as Companies House and information that has been published in articles/newspapers.

4. Why We Collect Your Personal Information and How We Use It

The information we hold on you will be used in a number of ways. Here are the main ones: to provide a service you have requested, offer you a personalised experience and understand our audience's needs better, inform you of events or updates you've asked for or contact you if we need to obtain or provide additional information (e.g. programme changes).

Specifically, we use your information we collect in the following ways:

To carry out our business and to provide a service or carry out a contract with you:

To fulfil schools touring programme, ticket, donation and membership requests and process payments. Please note The Play House does not store any Credit Card or other payment information once the transaction has been completed. If you are a member of our donor scheme we collect donations via PayPal. You can read about PayPal's Privacy Policy and how they handle your data at <https://www.paypal.com/uk/webapps/mpp/ua/privacy-prev>.

Provide the best possible customer service and to help us with internal administration.

Contact you with important information relating to your booking, such as confirming your order, reminding you of an upcoming performance or letting you know about programme changes that may affect your visit.

Where we have your consent:

Send you updates via email about what's on, offers and news or about supporting us.

Share your details with other relevant organisations whose work you may have seen in collaboration with The Play House. These organisations will contact you to let you know how they collected your data and to check that you are still happy to hear from them. You will always be able to opt out of their communications by contacting them directly.

Where we have justifiable reason (including legal obligation and legitimate interest):

Learn about your interests and preferences so that we can contact you with information that is relevant to you.

Help us target our marketing communications and adverts so that they're more relevant to you.

Use your pseudonymised details to show you advertising on Social Media platforms such as Facebook, Twitter and Instagram or via third party advertising that may appear on other websites you use. The information shared with these platforms is pseudonymised to protect your personal data.

For classifying our audience into groups or segments, using booking and publicly available information. These segments help us to understand our audience better and ensure we're sending relevant messages to each group, and to measure and understand how our audiences respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective.

Undertake consumer research: we may contact you to ask you to participate in consumer research either via an online or telephone survey or in person. You are under no obligation to participate in research and, should you provide any further information, The Play House will inform you how any further information will be used.

Analyse and continually improve the services we offer including our artistic output, our website and our other products.

To keep our database accurate and relevant.

5. How We Handle Your Information and Other Organisations

The Play House will never share, sell, rent or trade your personal information to any third parties for marketing purposes without your prior consent. We will ask for your consent to share personal information with like-minded organisations whose work you will have seen in collaboration with us.

Some of our service providers may have access to your data in order to perform services on our behalf – payment processing is a good example of this. We make sure anyone who provides a service for The Play House meets our standards for data security. They will not use your data for anything other than the clearly defined purpose relating to the service that they are providing.

We may share your details with:

Service providers who work on behalf of The Play House for the performance of any contract we enter into with them or you, for example payment processing, printers and mailing houses, marketing agencies, database services, website hosting or email delivery service.

Organisations such as competition organisers if you choose to take part in such activities that need administration by third parties and you choose to opt in for contact from these organisation.

Third party data services, for example Wix, who help us to segment and understand our audience by providing additional information so that we can send the most relevant and targeted communications possible.

Third party advertisers (such as Facebook or Google) to help us identify customers similar to our audience or to serve relevant adverts to you on third party websites. The information shared with these advertisers is pseudonymised to protect your personal data.

Where required to do so (for example, if required to do so by the 'know your donor' principles under charity law or a court order), or when requested by the police or a regulatory or government authority investigating illegal activities.

The Play House is not responsible for the privacy notices and practices of other websites even if accessed using links from www.theplayhouse.org.uk and recommends that you check the policy of each website you visit and contact its owner or Data Protection Manager if you have any concerns or questions.

Despite all our precautions, no data transmission over the internet is 100% secure. So, we cannot guarantee the security of any information which you disclose to us and so wish to draw your attention to the fact that you do so at your own risk.

How We Protect Your Data

The Play House is committed to protecting the personal information you entrust to us. We adopt robust and appropriate technologies and policies, so the information we have about you is protected from unauthorised access and improper use e.g. our network is protected.

As part of the services offered to you through the The Play House's website, the personal information you provide may be transferred to countries outside the European Economic Area (EEA). By way of example, this may happen if any of the computer servers used to host the website are located in a country outside of the EEA. If The Play House transfers your personal information outside of the EEA in this way, we will take steps to ensure that your privacy rights continue to be protected as outlined in this privacy notice.

The Play House may transfer your data to the USA to organisations such as LinkedIn, Facebook, Google, Twitter or Instagram. The USA has weaker data protection laws than that of the EEA and therefore we will ensure that only organisations who are part of the EU privacy shield initiative will handle your personal information. More details of this certification can be found at <http://www.privacyshield.gov/welcome>

You can view the independent organisations' Privacy Policy, informing you of how they handle your data, by clicking on the relevant links below:

[LinkedIn Privacy Policy: https://www.linkedin.com/legal/privacy-policy](https://www.linkedin.com/legal/privacy-policy)

[Facebook Privacy Policy: https://www.facebook.com/about/privacy](https://www.facebook.com/about/privacy)

[Twitter Privacy Policy: https://twitter.com/en/privacy](https://twitter.com/en/privacy)

[Instagram Privacy Policy: https://help.instagram.com/402411646841720](https://help.instagram.com/402411646841720)

[Mailchimp Privacy Policy: https://mailchimp.com/legal/privacy/](https://mailchimp.com/legal/privacy/)

We will keep your information only for as long as is reasonably necessary for the purposes set out in this privacy statement and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose, for example if you sign up to our mailing list we will contact you every 2 years to check you are still happy to be subscribed to the list. If you do not re-subscribe after a period of 3 months we will send you a final reminder after this period. If you do not re-subscribe after a month of receiving the final reminder your details will be deleted or anonymised. You can unsubscribe from the mailing list at any time by clicking the 'unsubscribe from this list' link at the bottom of our Newsletters or by contacting info@theplayhouse.org.uk. For further information about how long we will keep your information, please contact the Schools Partnerships Coordinator using the contact details outlined in this statement.

If you ask us to stop sending direct marketing communications to you, we will keep the minimum amount of information (e.g. name, address or email address) to ensure we adhere with such requests.

Your Choices

You should find it easy to access and amend the personal information that we hold on you, or request that we stop contacting you. It's your data and we want to make sure you feel in control of it.

If you have registered through our website you can amend your personal details and email contact preferences at any time by clicking the link 'update subscription preferences' at the bottom of our Newsletter or by contacting info@theplayhouse.org.uk.

Or, if you prefer, you can contact us by phoning, emailing, or writing using our contact details below.

Every marketing email we send to you will include details on how to change your contact details or unsubscribe from future communications.

If you would like to see what personal information we hold about you, you can request full details The General Data Protection Regulation 2018, by contacting the Schools Partnerships Coordinator. Please send a description of the information you would like to see, together with proof of your identity to info@theplayhouse.org.uk.

At any time you have the right to ask The Play House to amend or stop how it uses your personal information including for marketing purposes.

You can do this by contacting us by phoning, emailing or writing using our contact details below.

If you would like us to remove the personal information we hold about you, please contact us using the below contact details.

You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office – www.ico.org.uk

By email: info@theplayhouse.org.uk

By phone: +44 (0) 121 265 2245

By post: The Play House, c/o Birmingham Repertory Theatre, Centenary Square, Birmingham, B1 2EP.

Updates or Changes to the Privacy Policy and Further Information

This notice was updated on 27th April 2020. It may be updated to take into account changes at The Play House or for example to reflect changes to regulation or legislation.

Updates to this policy will be posted on this page – please check back from time to time. We may also inform you of any changes where we hold an appropriate email address for you.

When your data is provided to us by another person (for example a recommendation, a venue where we have performed or publicly accessible sources such as Google) we will tell you where we obtained the information within a month of getting it.

The independent organisations we are currently working with are and have data sharing agreements with are:

Arts Connect

Arts Council England

Birmingham City University

Birmingham Repertory Theatre

University of Birmingham

Millennium Points Trust

Various nurseries and schools across the West Midlands (contact info@theplayhouse.org.uk for further information)

Further information on data protection regulations and laws can be found here:

Data Protection: <https://ico.org.uk/for-the-public>

Fundraising regulator: www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice

Policy updated on 27th April 2020.