

Privacy Policy

May 2018



Hertford Theatre values you and your trust in us to keep your information safe. This Privacy Policy is meant to help you understand what data we collect, why we collect it and what we do with it.

We'll use your details to provide the service you have requested and communicate with you in the way(s) that you have actively agreed to.

Your data may also be used for analysis, to help us provide a better service and to contact you about a booking you have made.

We will never pass your details onto anyone else or sell them, unless explicitly agreed with you.

You are free to change your mind about how we communicate with you anytime by changing your personal preferences online by logging in or emailing box.office@hertfordtheatre.com.

You can also ring our Box Office on 01992 531500.

Contact Details

Hertford Theatre, The Wash, Hertford, SG14 1PS

Box Office: 01992 531500 email: box.office@hertfordtheatre.com

What data we collect from you

We collect information you provide, like your name, address, telephone number (landline or/and mobile) and email address when processing your bookings, which includes tickets and gift vouchers.

This information is stored by our ticketing partner, Ticketsolve.

Online

When you book tickets online, data is shared between Hertford Theatre Realex (payment gateway) and Ticketsolve (ticketing platform) in order to process the transaction. Where patrons have opted to provide their details for mailings/emails, data will be shared with Mailchimp (our email partner).

Ticketsolve acts a data processor on behalf of Hertford Theatre and East Herts District Council (data controller).

Ticketsolve, Realex, Mailchimp and Hertford Theatre have implemented appropriate technological measures to protect against accidental loss, destruction, damage, alteration or disclosure.

For more information, please see their privacy notices here

Mailchimp privacy note - <https://mailchimp.com/legal/privacy/>

Ticketsolve privacy note - <https://www.ticketsolve.com/privacy-policy/>

Realex privacy note - <https://www.globalpaymentsinc.com/en-ie/accept-payments/ecommerce/privacy>

Website cookies

When someone visits our website (www.hertfordtheatre.com), we use a number of third party services to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as number of visitors, types of devices and length of time on pages.

Google Analytics

www.hertfordtheatre.com uses Google Analytics, a web analysis service of Google Inc. ("Google").

Google Analytics uses so-called "cookies", text files that are stored on your computer and that make it possible to analyse the way you use the website.

As a rule, the information generated by the cookie about your use of this website is transmitted to a

Google server in the USA and stored there.

If you activate IP anonymization on this website, however, your IP address will be abbreviated by Google within Member States of the European Union or in other states that are party to the Agreement on the European Economic Zone. The full IP address is only sent to a Google server in the US and abbreviated there in exceptional circumstances. Acting on behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with services relating to website use and Internet use. The IP address transmitted by your browser in the context of Google Analytics will not be combined with other data from Google.

You can prevent cookies from being saved by making the appropriate setting in your browser software, however be advised that this may mean that you will be unable to use all the functions of this website in full. In addition, you can also prevent the transmission of the data generated by the cookie in relation to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plug-in available at the following link (<http://tools.google.com/dlpage/gaoptout?hl=de>).

Alternatively, you can prevent data from being recorded by Google Analytics by clicking the following link. <http://google.com/analytics/learn/privacy.html>

An opt-out cookie will be set that prevents your data from being recorded during any future visit to this website. Deactivate Google Analytics. The opt-out cookie only applies for this browser and this domain. If you delete your cookies in this browser, you will have to click this link again. You will find further information about this at <https://tools.google.com/dlpage/gaoptout> or at www.google.de/intl/de/policies/ (general information about Google Analytics and data protection). You will find further information at www.google.com/privacy/privacy-policy.html

Facebook Custom Audience Pixel

A custom audience pixel is a tiny piece of Java script code that we have incorporated into each of our web pages. This piece of code provides a series of functions for transmitting application-specific events and user-defined data to Facebook. We use custom audience pixels to record information about the way visitors use our website. For this reason, each of our web pages contains a custom audience pixel. This pixel records information about the user's browser session, which it sends to Facebook, along with a hashed version of the Facebook ID and the URL viewed.

Every Facebook user has a unique, device-independent Facebook ID that allows us to address and recognise users across a range of devices using the Facebook social network, so that we can address our visitors for commercial purposes using Facebook ads.

The user information will be deleted after 180 days, until the user visits our website again.

"Custom Audience from Your Website" respects your privacy.

Thus, no personal information about individual visitors to the website will be disclosed to Hertford Theatre and Hertford Theatre can only advertise to website customer target groups in a targeted way once the customer target group has reached a critical mass.

This makes it impossible for Hertford Theatre hotels to discover the identity of individual visitors.

Google Tag Manager

www.hertfordtheatre.com uses Google Tag Manager. Google Tag Manager is a solution that allows marketed website tags to be managed using an interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not register personal data. The tool causes other tags to be activated which may, for their part, register data under certain circumstances. Google Tag Manager does not access this information. If recording has been deactivated on domain or cookie level, this setting will remain in place for all tracking tags implemented with Google Tag Manager.

Disabling Cookies

You can prevent the setting of cookies by adjusting the settings on your browser. Be aware that disabling cookies will affect the functionality of this and many other websites that you visit.

Disabling cookies may result in the disabling of certain functionality and features of our website.

Third Party Ticketing Agencies

If you book through a third party ticketing agency such as Seetickets, Live Nation, Buzz tickets, Ticketzone, AXS, TicketText and Ticketmaster or any other, we receive your personal data from them in order to administer bookings.

We will not use this personal data for any other purposes, unless you give us consent to do so.

How we use your data

- We will use your telephone number and/or email address to contact you in the event of any changes to your booking which we feel is relevant e.g a time change or the event is cancelled or any pre-show information that enables a smoother/better visit.
- We will use your email address to send you direct marketing about future performances, events and activities from us or if you have booked similar events in the past, if you have opted in to receive emails. This will include sending you information about future shows and performances based on your booking history, so any direct marketing is highly likely to be of interest to you.
- We also gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our marketing.
- We will use your bank details to process payments you have made to us. We do not store credit/debit card details on our system.
- We will use postcode information for data profiling to give us a sense of your cultural habits in order to inform our decision making process and to inform our stakeholders e.g Arts Council England, visiting companies and East Herts District Council on postcode statistics only.
- We may contact you if we need additional information, to check our records are correct and to check every now and then if you are happy with the service.

Legal basis under GDPR by which we process your data

- We will process personal data where this is necessary for the performance of a contract with you, if you are a supplier, artist or member of staff.

Consent

- We will only process your email address to send you direct marketing if we have your consent.
- We will not pass your details or booking history onto third parties.
- We will only process vulnerable adults or children's personal data if we have consent from the responsible adult.
- You are able to opt-out of any marketing communication at any time by emailing

box.office@hertfordtheatre.com or phoning 01992 531500, specifically naming what communications you would like stopped.

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance by contacting Hertford Theatre's Admin Office on 01992 504537 in the first instance and if not satisfied, East Herts District Council's Data Protection Officer.

Alternatively, you can contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>

Legitimate interests:

- We will use your personal information to contact you in the event of changes to a booking you have made e.g to let you know about a cancelled performance.
- We will process your personal data for the purposes of internal reporting and analysis because we believe it necessary for our legitimate organisational interests in creating better events, better communications and a better website.
- We may share demographic information, but never personal information or information that you can be identified by to The Audience Agency, Arts Council and House.
- We have conducted a legitimate interest assessment to ensure that this processing isn't overridden by your rights or interests. We employ safeguards, such as formal Data Protection and Data Retention policies to protect your privacy.

Automated decision-making and profiling:

- We may use data profiling such as audience segmentation by postcode or previous booking, amount spent, amount of tickets purchased to inform our decision making and create email campaigns.
- To ensure that our limited resources are used efficiently, we segment our audiences based on previous booking history and postcode analysis. We may use third party suppliers such as The Audience Agency to undertake these activities on our behalf. We do this to help understand who our customers are and identify areas locally where we do not have customers coming from.
- We use this information to target our marketing- there are no other consequences of this profiling.

You are under no legal obligation to provide your personal data:

You are not required to provide personal data to us, however, your failure to do so may affect our ability to provide services you request.

For instance, letting you know about changes or cancellations for a show or film you have booked for. We are not liable for compensation in the event we are not able to contact you regarding a performance that has been changed or cancelled.

If you do not supply a postal address to us, we cannot post your tickets to you, should you want this.

If entering any competitions with/at Hertford Theatre, if you do not provide the necessary contact information, we cannot contact you if you win. Your details will not be shared or automatically added to our mailing list if you enter competitions with us. We will ask for your consent.

We only send out our brochures to people who have booked a show/film in the last 12 months and have opted to receive our brochures via the post. If you have previously opted to receive brochures in the post but have not booked in the last 12 months, you will fall off our postal list when we segment our audience.

Data Subject Rights

Under the GDPR, you, as the data subject, have the following rights:

- You have the right to ask us for a copy of the data we hold about you.
- You have the right to ask us to correct any data we hold about you.
- You have the right to ask to delete the data we hold about you.
- You have the right to ask us to stop processing your data.
- You have the right to ask us to provide you with your data in a common, machine readable format.
- You have the right to restrict the processing of your data to specific purposes, i.e you can object to receiving direct marketing.
- You have the right to withdraw your consent at any time.
- You have the right to make a complaint to the Information Commissioner's Office – <http://ico.org.uk/>

We will not charge you for a copy of your data we hold about you and will respond to requests within 1 month.

You can review and amend your preferences at any time by logging into your online account with us via our website. If any of the information we have is wrong, let us know and we can correct it.

Sharing Your Data

- We will never sell your personal data to another organisation
- We may disclose your personal data if required by law or to enforce our legal right.
- We may disclose your data to affiliated organisations and subsidiaries and to service providers who render services to us or you on our behalf (all of which are contractually obliged to act only on our instructions and in accordance with applicable laws, including GDPR), which includes Payroll services for staff.

How long will we hold your data

-We will hold your data for a maximum of 6 years plus the current year before gaining further consent, unless instructed differently by you.

You can unsubscribe at any time from any marketing from us and you can request to be removed from our mailing list or box office system at any time.

- We will review our criteria for determining our retention period regularly

How we secure your data

We will collect, process and store your data safely and securely.

Ticketsolve, our Box Office system operates to the highest level of digital and physical security.

Ticketsolve use Amazon Web Services (AWS) as their hosting provider. AWS has many different server locations across the world, but Ticketsolve utilises their Dublin data centre which is located within the EU.

Mailchimp, our email system, has servers located in the US, however as part of GDPR, they are now part of the EU-US Privacy Shield, which allows the transfer of data between the EU and US. As part of GDPR, all EU member states have signed off on this new privacy shield meaning using Mailchimp is GDPR compliant. For more information on the EU-US Privacy Shield, visit <https://www.eci.com/blog/16000-what-you-need-to-know-about-the-eu-us-privacy-sheifl-and-the-gdpr.html>

All of our staff have read this Privacy Policy and are expected to know current Data Protection regulations and are required to abide by our Data Protection Policy.

This Privacy Policy is available on our website and at our Box Office. An electronic copy can also be requested by emailing box.office@hertfordtheatre.com or by calling 01992 531500.

We will notify our audiences of any changes to this policy by email.

This version of our Privacy Policy was approved by Emma Parlow on 24th May 2018.
First review date January 2019.