

## OUR DATA PROMISE

Newcastle Theatre Royal Trust Limited is committed to protecting your privacy and data. We will use the information that we collect about you in accordance with the General Data Protection Regulation 2018 and the Privacy and Electronic Communications Regulations 2003.

## WHO WE ARE

Newcastle Theatre Royal Trust Limited manages Newcastle Theatre Royal and City Hall and is a registered charity. We receive no ongoing revenue funding. Our income comes from ticket sales, commercial partnerships, sponsorships and individual donations.

Newcastle Theatre Royal Trust Limited is an independent Charity Registered in England and Wales number 504473, and a company limited by guarantee registered in England and Wales number 01217427.

We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect. Developing a better understanding of our customers and supporters through their personal data allows us to make better decisions about shows and programming, fundraise more efficiently and, ultimately, helps us to reach our goal of bringing entertainment and inspiration to Newcastle and the North East by providing a diverse programme of the highest quality live theatre and the performing arts for all the people of Newcastle and the North East. This privacy policy sets out the ways in which we use your data and how you can hold us accountable for that.

## WHAT INFORMATION DO WE COLLECT?

You give us your information when you buy a ticket over the counter, by phone or online via our website; by signing up for one of our other events or workshops; by updating your preferences on our website; by making a donation; or by communicating with us. We also keep your details when you sign up to receive emails from us. If you have signed up to our Access Requirement Register, we will note this in your customer record along with your needs whilst in one of our venues. For more information on our Access Scheme please check our website.

The information we hold about you may include:

- **Your name**
- **Postal address**
- **Telephone number**
- **Email address**
- **Ticketing history**
- **Billing information**
- **Donation history**
- **Your preferences for how we communicate with you about our activities**
- **Information that is available publicly**

We maintain a record of your transaction history, but we never store your payment card number (although we may keep a note of the last four digits to help us identify transactions).

We keep a record of the emails we send you, and we may track whether you receive or open them so we can make sure we are sending you the most relevant information. We may then track any subsequent actions online, such as buying a ticket. See our Cookie policy on our website for more details.

## **HOW DO WE USE YOUR DATA?**

If there is any important change to your booking we will contact you. This information, alongside your purchase and/or donation history, is used to select and inform you of other relevant events or activities we think may be of interest to you, as well as opportunities to support our work as an Arts Charity.

We use your data to:

- Provide you with the show tickets or respond to information you have asked for
- Contact you if there are any important changes to your booking
- Administer your ticket sale or donation, including processing gift aid
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Occasionally undertake customer research to help us understand how we can improve our services or information
- Tell you about changes in our services or new services, events offers, and opportunities to support us that we think you'll find of interest
- Analyse your personal information to create a profile of your interests and preferences so that we can contact you with information most relevant to you

If you do not want to receive information by post or email about events, offers, our fundraising activities or customer research, you have the option to change any of your contact preferences at any time by logging into your account online, or by contacting the Data Promise team via the contact details at the end of this policy.

We may combine information you provide to us with information available from external sources in order to gain a better understanding of our audiences, visitors.

We use profiling and segmentation to ensure communications are relevant and timely, and to provide an improved experience to our customers and supporters.

When building a profile we may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications.

## **THIRD PARTIES**

We will not share any of your personal details with any other third parties without your agreement, unless required in order to fulfil our contract with you, or allowed by law.

In general, the third-party providers used by us to fulfil our contract with you will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. These providers include our Ticketing System provider, email distribution service and mailing house. We have agreements in place with each to ensure that your data is secure at all times, and cannot be accessed or used for any other purpose.

We may share personal information with other organisations, particularly The Audience Agency, and UK Theatre who use this to analyse ticket sales for national and regional research into patterns of Arts attendance in England (for instance, comparison sales trends over time and geographical comparisons). This assists with reporting to funders and strategic planning, helping us to make better business decisions. Your personal data is never sold on to any other agencies or companies.

When booking a ticket you may be given the choice to also hear from the artistic company you have booked to see. Under these circumstances and only with your consent we will pass your data to the relevant company and they will be in touch with you to communicate their own Privacy and Data Policy. Should you then wish not to hear from them, please get in touch with them direct.

## **GIVING YOU CONTROL**

Unless you ask us not to, we will tell you about shows, concerts, priority booking and opportunities to support us. Occasionally, we may include information in these communications from partner organisations or organisations who support us. You can opt out from these communications at any time - every email, post or SMS sent to you will tell you how to do this.

If you have opted out of marketing or fundraising communications, we may still get in touch with you regarding your booking. For example we may email you to give you important information about the show you've booked for with any changes that effect you.

## **HOW WE KEEP YOUR DATA SAFE**

Your personal data will be held and processed on Newcastle Theatre Royal Trust's systems. Where possible we aim to keep a single record for each customer.

Your data is always held securely. Access to customer information is strictly controlled. It is held in the UK and the processes are EU compliant.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

## **SENSITIVE INFORMATION**

Sometimes we ask you to provide sensitive information, for example when you apply to the Access Requirement Register, or book for certain workshops or when you apply for a job. 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.

## **CHANGES TO THIS POLICY**

We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on our website or by contacting you directly.

## **YOUR RIGHTS**

You have the following rights related to your personal data:

- The right to request a copy of personal information held about you
- 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 or Fundraising Regulator

## **CONTACT US**

Please contact us if you have any questions about Your Data Promise, or wish to be removed from any communications or data processing activities:

- Email us on: [datapromise@theatreroyal.co.uk](mailto:datapromise@theatreroyal.co.uk)
- Or write to us at: **The Data Promise team, Newcastle Theatre Royal Trust, 100 Grey Street, Newcastle upon Tyne, NE1 6BR.**