

# Privacy Notice

The Actors Centre (“the AC”) are committed to complying with the General Data Protection Regulation and the Data Protection Act 2018, once enacted. Looking after the personal information you share with us is very important, and we want you to be confident that your personal data is kept safely and securely, and to understand how we use it.

We have published this notice to help you understand:

- how and why we collect information from you,
- who we share your information with, why and on what basis,
- what your rights are.

Sometimes we may need to make changes to this Privacy Notice - any changes will be published on our website, which can be accessed at any time. This Privacy Notice was last updated on 23 May 2018.

The AC will be what is known as the ‘Data Controller’ of the personal data you provide to us, and we will sometimes refer to ourselves in this Notice as “we” or “us”. Being Data Controller means we determine the purposes and way in which any personal data is, or will be, processed.

You can opt out of any or all of our communications at any point simply by contacting us as below:

Data Protection Officer, The Actors Centre, 1A Tower Street, London WC2H 9NP.

Or email [reception@actorscentre.co.uk](mailto:reception@actorscentre.co.uk) quoting “Security & Privacy Enquiry”.

## Contact details we hold on file and for what purpose

If you’re a **member** of the Actors Centre (the AC), signing up as a member is understood as a contract giving your consent to receive communications from us, and for us to keep relevant data on file in order to communicate with you. We are only able to fulfil our contractual obligations to members by keeping in touch via those contact details. We will communicate with you about your membership, about member benefits/opportunities, theatre programmes, events and relevant activities of the wider membership. Details of what contact data is retained follows below.

When members make **payments** via our reception desk using a card, the AC will also retain a copy of the card machine receipt showing your name and credit/debit card information - these receipts are kept for legitimate accounting purposes, and in case of payment disputes.

If you have signed up to receive our **Tristan Bates Theatre** ("TBT") newsletter through our sister TBT website, we similarly take that as an opt-in indication of legitimate interest for us to continue communicating with you, although we will always include an unsubscribe option on communications sent, so you can cease to receive these at any point.

If you sign up for one of our **Open Courses** which are for non-members, and if you opt-in to be added to the mailing list, we similarly take that as an indication of legitimate interest for us to continue communicating with you, although we will always include an unsubscribe option on communications sent, so you can cease to receive these at any point.

We also keep an **industry database** of relevant organisational representatives and freelance practitioners within the theatre industry. These individuals have either attended one of our past events, met with us, been employed by us, supplied products or services to us, or indicated interest in being kept informed of our activities (e.g. by giving their business card to us, or emailing us their contact details), and we occasionally send email information to these industry contacts about events or opportunities of particular relevance. Again, the option to unsubscribe from all future communication is always included in communication with these individuals, and information is sent in the expectation that the recipient will want to be made aware of the opportunity or event as an industry peer who has expressed interest in our organisation's activities.

### **Why we collect personal information and what we do with it**

*Where we have a justifiable reason ('legitimate interests'):*

- To enhance or improve your experience with us. This may mean that we learn about your preferences and habits and then tailor our communications with you to make sure that what we send is relevant to you ('profiling').
- To send you marketing materials where we can demonstrate a relationship with you and you have not told us that you do not want to receive these.
- To maintain our list of people who have asked not to receive direct marketing material from us.
- To help keep our website safe and secure.
- To allow our internal business processes to function - for example transacting with our partners, carrying out audits, producing management information and dealing with complaints.
- To undertake market research.
- To request feedback on our performance.
- To help prevent fraud and maintain security.
- To assist in training, quality assurance and compliance.

*Where we have to do something by law ('legal obligation'):*

- To ensure that your rights are met under the UK Data Protection Act.
- To meet our obligations with law enforcement agencies, courts and other organisations.
- To comply with anti-money laundering regulations.

If you would like to read our **Data Protection & Retention Policies**, we're happy to email these to you on request by emailing [reception@actorscentre.co.uk](mailto:reception@actorscentre.co.uk) quoting "Security & Privacy Enquiry".

## How and where we store or transfer Personal Data

We will only store or transfer your personal data in the UK. This means that it will be fully protected under the GDPR.

## Who we share your information with and why

We do not sell your information to anyone and only pass it to our trusted partners and service providers who work with us to run our business.

The AC works with trusted third party payment processing providers in order to securely take and manage payments.

The AC works with IT businesses who support our website and other business systems.

We may from time to time work with marketing companies who help us manage our electronic communications with you or carry out surveys and product reviews on our behalf.

We will never share your contact details with any other third party outside the AC and TBT without prior written consent from you.

## Updating or deleting your contact data

If you cease to be a **Member** and/or unsubscribe from receiving further communication from us, we will delete your contact details from our database in a timely manner. You can opt out of any or all of our communications at any point simply by contacting us.

If you cease to be in the **professional role** within which we had contact with you as a professional industry peer, and do not move into a role indicating similar legitimate interest in our activities, we will delete your contact details from our database once we are aware of this.

You are entitled to ask for a **copy of the information** we hold on record about you at any time (such a request must be made in writing, with proof of identity, and may take up to one calendar month to be fulfilled, although we will respond as promptly as staff capacity allows), and can request this information is deleted or updated at any point.

You can request a copy of our **Subject Access Request Form** by emailing [reception@actorscentre.co.uk](mailto:reception@actorscentre.co.uk) quoting "Security & Privacy Enquiry".

## How long we keep your information

If we collect your personal information, the length of time we retain it is determined by a number of factors including the purpose for which we use that information and our obligations under other laws. We will not keep your personal data for any longer than is necessary in light of the reasons for which it was first collected.

We may need your personal information to establish, bring or defend legal claims. For this purpose, we will always retain your personal information for 7 years after the date it is no longer needed by us for any of the purposes listed under **Contact details we hold on file and for what purpose** above. The only exceptions to this are where:

- the law requires us to hold your personal information for a longer period, or delete it sooner.
- you exercise your right to have the information erased (where it applies) and we do not need to hold it in connection with any of the reasons permitted or required under the law.
- we bring or defend a legal claim or other proceedings during the period we retain your personal information, in which case we will retain your personal information until those proceedings have concluded and no further appeals are possible.

- in limited cases, existing or future law or a court or regulator requires us to keep your personal information for a longer or shorter period.

## **Information Security**

We take the security of your personal information seriously. We've implemented technology and security policies, rules and measures to protect the personal information we have under our control, both on and offline, from improper access, use, alteration, destruction and loss.

We will take all reasonable and proportionate steps to protect your personal information.

If you would like to read our **Data & IT Security Policies**, we're happy to email these to you on request by contacting [reception@actorscentre.co.uk](mailto:reception@actorscentre.co.uk) quoting "Security & Privacy Enquiry".

## **What information of yours we hold and where**

### **Members**

Upon signing up to the AC, our members provide us with the following mandatory details:

- Name
- Email Address
- Postal Address
- Telephone Number

Optional fields:

- Job Title/Role
- Birthdate
- Playing age
- Social media details.

These details are retained on our Membership Database, an electronic online database Salesforce which is only accessible to the staff of the AC.

Name and emails are also kept on our subscribers emailing list on Mailchimp, which is a secure account accessible only to the staff of the AC.

### **Payments**

Members or theatre patrons making payments via our websites will have the following information attached to those transactions: name, email address and (in some cases) postal address, credit/debit card information. These details are stored securely with our payments processor WorldPay and are only accessible to the staff of the AC managing those payments. These details are essential to online processing of those transactions.

Members or theatre patrons making payments via our reception desk using a card will have the following information attached to those transactions: name, credit/debit card information. These details are stored securely electronically with our payments processor WorldPay and are only accessible to the staff of the AC managing those payments. The AC will also retain a copy of the card machine receipt showing your name and credit/debit card information - these receipts will be stored in a secure storage area and are only accessible to the staff of the AC managing those payments. These receipts are kept for a period of six years before being securely destroyed.

### **TBT Newsletter Subscribers**

Upon signing up to receive the TBT newsletter, subscribers provide us with:

- Name
- Email Address
- Occupation
- Organisation
- Address

These details are retained on our subscribers emailing list on Mailchimp, which is a secure account accessible only to the staff of the AC.

### **Open Courses**

Upon signing up for one of our Open Courses, subscribers provide us with:

- Name
- Email Address
- Address

These details are retained on our subscribers emailing list on Line-Up, which is a secure account accessible only to the staff of the AC.

### **Industry database**

After professional contact with theatre industry peers/suppliers who we understand to have expressed a legitimate interest in being kept informed of our activities/new musical theatre, we will sometimes retain the following contact details in order to do so appropriately:

- Name
- Organisation
- Job title /role
- Email Address
- Telephone Number
- Postal Address

We may update these details from publicly available websites to ensure we have appropriate contact details for you. These details are retained in our Industry Database, and replicated on the Mailchimp platform for sending emails, both are electronic files which are only accessible to the staff of the AC. As with all contact details, you can request that these be deleted at any time, and we will always include an unsubscribe option on emails.

### **Website visitors**

In addition to the above, we collect information automatically about your visit to our websites. These websites use cookies – small text files that are placed on your machine to help the site provide a better user

experience. In general, cookies are used to retain user preferences, provide anonymised tracking data to third party applications, and will usually make your browsing experience better. You are welcome to disable cookies in your browser if you prefer.

Our website may contain links to other websites that are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours.

### **What Rights do I have?**

You are entitled under GDPR to request the following - these are called your Data Subject Rights and there is more information on these on the Information Commissioner's website [www.ico.org.uk](http://www.ico.org.uk).

**Right to be informed:** Individuals can be informed of how their data is collected, stored and processed in a clear, accessible way.

**Right of access:** Individuals can request access to a copy of their data in electronic form and details of how it is processed.

**Right to rectification:** Individuals are entitled to have their data corrected if it is inaccurate or incomplete.

**Right to erasure:** Also known as 'the right to be forgotten', this permits individuals to request the deletion of their data.

**Right to restrict processing:** Individuals can request a halt on processing if they object to accuracy or purpose.

**Right to data portability:** Individuals can request their data in a suitable digital format, sent either directly to them or to a third party.

**Right to object:** Individuals can, in certain cases, object to the processing of their data, e.g. in direct marketing.

**Rights in relation to automated decision making:** Individuals can object to potentially damaging decisions being taken against them based only on automated data processing.

You can request a copy of our **Subject Access Request Form** by emailing [reception@actorscentre.co.uk](mailto:reception@actorscentre.co.uk) quoting "Security & Privacy Enquiry".

Before processing any data requests concerning the rights above, we will require valid proof of identification from the individual before proceeding with the request.

You have the right to lodge a complaint with a data protection regulator in Europe, in particular in a country you work or live or where your legal rights have been infringed. The contact details for the Information Commissioner's Office (ICO), the data protection regulator in the UK, are available on the ICO website [www.ico.org.uk](http://www.ico.org.uk), where your personal information has or is being used in a way that you believe does not comply with data; however, we encourage you to contact us before making any complaint and we will seek to resolve any issues or concerns you may have.

### **How to contact us**

*Post:* Data Protection Officer, The Actors Centre, 1A Tower Street, London WC2H 9NP.

*Email:* [reception@actorscentre.co.uk](mailto:reception@actorscentre.co.uk) quoting "Security & Privacy Enquiry".