

## Privacy and Cookie Policy

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. By visiting the website you are accepting and consenting to the practices described in this policy.

We are committed to protecting your privacy. We will use the information that we collect about you in accordance with the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003 and the General Data Protection Regulation from May 2018. Please note that The Georgian Theatre Royal is the trading name of Georgian Theatre (Richmond) Trust Ltd, a registered charity no. 247005 and a company limited by guarantee 00646151. If you need to contact us in relation to how we hold or process your data our postal address is The Georgian Theatre Royal, Victoria Road, Richmond, North Yorkshire, DL10 4DW. Our telephone number is (01748) 823710 or you can contact us at [admin@georgiantheatrEROYAL.CO.UK](mailto:admin@georgiantheatrEROYAL.CO.UK). Our data protection officer is our Chief Executive and our data protection registration number with the Information Commissioner's Office (ICO) is CSN3634670.

### The personal data we collect and process when you use the website

[www.georgiantheatrEROYAL.CO.UK](http://www.georgiantheatrEROYAL.CO.UK)

You can browse The Georgian Theatre Royal's website without telling us who you are or revealing any personal information about yourself. If you have cookies enabled on your web browser, our website will collect information about your visit as you move through the site.

### We may collect and process the following data from you:

Information that you provide by filling in forms, this includes information provided when subscribing to our services, posting material or requesting further services.

Information that you provide when you enter a competition or promotion sponsored by us.

Information that you provide (along with details of the fulfilment of your order) when you make a purchase transaction from us or via a third party (such as Savoy Systems, our online seller of Georgian Theatre Royal event tickets).

Information provided in correspondence when you contact us.

Information that you provide when you complete surveys that we use for research purposes.

We collect your name and contact details when you buy tickets or other products on our website, over the phone or in person. 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).

### When you give us information

When you buy something from us we will ask you if you would like to receive information from us in future and how you would like to receive that information. If you would like to receive information we will ask you to make it clear that you agree to our keeping your details and receiving that information from us. If you do not want to receive future information from us do not opt in.

### When we send you email

We keep a record of the emails we send you, and we may track whether you receive or open them (if your email software provides this information). If you click on a link in an email we have sent you, we will log this. We may then track any subsequent actions online, such as buying a ticket.

## How we hold your personal information

Your personal data may be held and processed on Georgian Theatre Royal systems or systems managed by suppliers on behalf of our company. We maintain a Customer Relationship Management (CRM) system on our box office software, hosted by Savoy Systems, to hold contact details and a record of your interactions with the Georgian Theatre Royal such as ticket purchases, donations, Friends memberships, Youth Theatre memberships, complaints, and attendance at special events. Where possible we aim to keep a single record for each customer.

The transmission of data via the Internet is not completely secure. We cannot guarantee the security of any data transmitted to our website, however, once we have received your data, we will use adequate security procedures to prevent unauthorised access. The CRM system can only be accessed by people who need it to do their job. Certain data, for example some sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

## What we use your personal information for

We use your personal information (including your name, contact details and transaction history) to fulfil your orders, provide customer service and for analysis. We will not share your personal information with third party organisations, except as described below.

We use some of the information we collect about you, such as the record of the events you have attended, what you've told us you're interested in, and to tailor the marketing and fundraising communications we send to you (if you have opted in to receive those).

## Your right to access your personal information

You have the right to ask for a copy of the information we hold about you and to correct any inaccuracies in your information. Your right of access can be exercised in accordance with the Data Protection Act and GDPR.

The General Data Protection Regulations (GDPR) 2016 provides you, the data subject, with a right to receive a copy of the data/information we hold about you and why or to authorise someone to act on your behalf.

## How to Access your Personal Information (Subject Access Request)

Subject Access Requests (sent by email or social media are as valid as one sent in hard copy) must be made in writing (not verbally) and you will need to provide: adequate information [for example full name, address, email address, phone number, etc.]. You will need to provide proof of your identity. We will also need an indication of what information you are requesting to enable us to locate this in an efficient manner. Your request will be processed within 30 calendar days upon receipt of the request and proof of identity. It is the Georgian Theatre Royal's policy not to charge for Subject Access Requests.

## Opting into and out of marketing and fundraising communications

When you purchase tickets through our box office, you can choose whether you would like to receive marketing and fundraising communications from The Georgian Theatre Royal by email or post or not at all. We will always include opt-out (unsubscribe) instructions in any marketing or fundraising communications you receive from us. This will enable you to change your preferences at any time.

## Your decision to opt-out

You may ask for your details to be removed from our database at any time. Please contact the Front of House Manager on 01748 823710 or email [foh@georgiantheatroyal.co.uk](mailto:foh@georgiantheatroyal.co.uk). Or contact the Chief Executive on 01748 823710 or email [clare.allen@georgiantheatroyal.co.uk](mailto:clare.allen@georgiantheatroyal.co.uk). Or write to The Georgian Theatre Royal, Victoria Road, Richmond, North Yorkshire, DL10 4DW.

Please indicate in your email or letter which specific details you would like removed (postal address, email, telephone) or if you would like all your details removed. Please allow up to one month for us to process your request.

## Other communications

If you have opted out of marketing communications, we may still get in touch with you if there is key information you need to know. For example we may email or phone you to give you information about the events you've booked or to tell you about any changes to start time or if a show is cancelled.

The Georgian Theatre Royal is a charity, and we actively raise money towards a broad range of projects and our ongoing work. We keep a record in our database of your donations and support of the charity, including memberships like Friends and/or if you are a volunteer.

From time to time we may analyse our database to find people who we think might be able to support us based on factors such as previous contributions, transaction history and demographics. We may note other relevant information about you in our database. This could be information that you have given us yourself, information from publicly available sources, or information shared by other organisations with your consent.

To make sure that you only receive fundraising communications or invitations to support us which are relevant, we may use third parties who collate available information about you, and who undertake research to assess ability or likely interest in supporting our work.

If you have opted in to receive marketing communications by email, you may also receive fundraising messages from us. We try to make these as relevant to you as we can. You can opt out of fundraising communications at any time by replying to any message you receive from us.

## Cookies

Cookies are pieces of data that a website can transfer to a user's web browser. The cookies may remain on your computer after you leave the website but you can manually delete them using most browsers. Most web browsers are pre-set to accept cookies. Some cookies store data just for the time you are on the website. These are called session cookies and are not stored on your computer after you have left the website.

If you prefer not to receive cookies, you can adjust your web browser to refuse cookies or to warn you when cookies are being used. Most elements of The Georgian Theatre Royal website will still function if you disable cookies in your web browser settings.

When you visit The Georgian Theatre Royal website, if your browser is using the standard settings and it is accepting cookies, you are giving consent for cookies on the website to be stored on your computer. If you do not wish for this to happen, you can disable them in the settings of your browser.

## Google Analytics and Advertising Features

We use Google Analytics to collect information about how our visitors use and navigate our website. We use this information to report to our funders such as the Arts Council England and to analyse usage of our website so that we can continually work to add new features and improve your experience. This information is anonymous and cannot be used to identify you personally. Please read the Google Analytics Privacy Policy to find out more.

We use this data to inform the development of our service (for example, if we know which web browsers most of our visitors are using, we can allocate website development resources accordingly).

We may use the Advertising Features of Google Analytics to find out more about the demographics and interests of our visitors. When you visit the website and see an advertisement (an 'impression'), a cookie is placed on your computer or device by, for example DoubleClick (Google's Internet ad serving business) and then if you visit another site that has ads served by DoubleClick, the same cookie can be read and modified by DoubleClick.

By tracking what kind of sites you visit and how you interact with ads for different products and services, Google aims to build up a picture of who you are; your age, gender and interests. Using the Advertising Features of Google Analytics means we receive reports that tell us who Google thinks is visiting our site; age, gender and interests. The information is totally anonymous and you are not personally identifiable.

You can go to Google preferences to see what Google thinks are your age, gender and interests. You can add, edit or delete information on that page, or you can opt-out of Google collecting and analysing your behaviour altogether by going visiting here.

Google Analytics collects information anonymously, but you can opt-out of being tracked by Google Analytics across all websites you use by installing the Google Analytics Opt-out Browser Add-on.

### Third party website

During your visits to the website you may be delivered cookies by third-party websites. When you visit a page with content embedded from, for example, Facebook, SoundCloud, Vimeo, Twitter, YouTube, Google Maps or Flickr, you may be presented with cookies from these websites. The Georgian Theatre Royal does not control the dissemination of these cookies. You should check the third-party websites for more information.

The 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.

### Sensitive information

Sometimes we ask you to provide sensitive information, for example when you book for certain events or participate in some activities, 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 sensitive information when we no longer need it.

### Changes to this Policy

The Georgian Theatre Royal may make changes to this privacy policy from time to time. You should therefore check this page each time you submit personal information to us. The latest privacy policy will always appear on this page.