



PRIVACY POLICY

**Water Edge Arts Ltd
Manchester Road
Chorlton, Manchester
M21 9JG**

25th May 2018

Water Edge Arts Ltd operates at The Edge Theatre and Arts Centre and The Dressing Room Café.

This privacy policy, together with any other terms which an individual may have entered into with Water Edge Arts Ltd (herein after The Edge), explains what information we may collect about them, how we may use such information, and the steps that we take to ensure that it is kept secure. This policy also explains an individual's rights in respect of their personal data.

Please note that the website and other digital platforms The Edge provides may contain links to third party websites / digital platforms which are provided for users convenience. We are only responsible for the privacy practices and security of our website and our own digital platforms. We recommend that they check the privacy and security policies and procedures of each and every other website / digital platform that they visit.

Method of Collection	Personal Information Collected	How The Edge Use Such Information	Sharing This Information
Submitting an enquiry to the website, by phone or by post	<ul style="list-style-type: none"> • Name • Email address • Phone number • Any other personal information that individual may provide to The Edge as part of an enquiry 	To respond to and deal with the query.	We will not share this information with any third party
Ticketsource show bookings – data collection details	<ul style="list-style-type: none"> • Name • Address • Email • Phone • Ethnicity • Age • Disability • Gender 	The name, address, email and phone number are used for the booking information and will only be used to contact the individual regarding that booking.	Booking information will not be shared with any third party unless the individual has opted into this at the time of the booking. We will only ever share the information

	<ul style="list-style-type: none"> • Postcode 	<p>The information is not added to our mailing list and the individual will not be contacted by ourselves regarding any other business unless they have opted into joining our mailing list.</p> <p>The ethnicity, disability, gender and postcode information will be used separately to report to our funders about who we are working with. This is not stored by The Edge with any other information about the individual, keeping it anonymous.</p>	<p>with the third party identified in this opt in option.</p> <p>Data collated about the ethnicity, disability, gender and postcode will be analysed and shared anonymously with our funders and stakeholders in reports.</p>
Ticketsource class bookings - registration details	<ul style="list-style-type: none"> • Name • Address • Email • Phone • Age range/date of birth • Emergency contact • Medical condition/allergy • Permission to seek medical advice or treatment in an emergency • School attended where appropriate • Ethnicity • Disability • Gender • Postcode 	<p>The name, address, email, phone number, date of birth or age range, medical condition, permission to seek medical advice or treatment and school attended are used for the booking information and will only be used to contact the individual regarding that booking.</p> <p>The information is not added to our mailing list and the individual will not be contacted by ourselves regarding any other business unless they have opted into our mailing list.</p> <p>The ethnicity, disability, gender and postcode information will be used to report to our funders about who we are working with. This is not stored by The Edge with any other information about the individual, keeping it anonymous. Individuals have the option to opt out of giving this information.</p>	
Signing up to the mailing list	<ul style="list-style-type: none"> • Name • Email address 		

Browsing our website	IP address, device details and location	To improve the functionality and usability of our website for all users	Google Analytics who assist us in improving our Website.
Photo, video or case study consent forms	<ul style="list-style-type: none"> • Name • Email • Phone • Permission to use the case studies or photography about the person 	The consent forms are held by The Edge to ensure that we have relevant permissions to hold and share case studies, videos and photography. We will keep the forms for our records, but the permissions can be changed at any time.	
Registration to The Dressing Room training programme	<ul style="list-style-type: none"> • Name • Email • Phone • Permission to use the case studies or photography about the person 	<p>The name, address, email, phone number, date of birth or age range, medical condition, permission to seek medical advice or treatment and school attended are used for the booking information and will only be used to contact the individual regarding that booking.</p> <p>The information is not added to our mailing list and the individual will not be contacted by ourselves regarding any other business unless they have opted into our mailing list.</p> <p>The ethnicity, disability, gender and postcode information will be used to report to our funders about who we are working with. This is not stored by The Edge with any other information about the individual, keeping it anonymous. Individuals have the option to opt out of giving this information.</p>	
Donations			
Loyalty schemes			

When we share personal information

In order to provide our products and services to our customers or to otherwise fulfil contractual arrangements that we have with them, we may need to appoint other organisations to carry out some data processing activities on our behalf. We may share your personal information with the following third parties who shall process such information on our behalf:

- Mailchimp (The Rocket Science Group LLC); who store our mailing database and send communications on our behalf.
- Our payment processor; in respect of in-venue and online purchases.
- Google Analytics; who assist us in improving our Website.
- Ticketsource; who manage our ticket sales and who will collect your personal information and process your purchase. Users should ensure you read and understand Ticketsource's privacy policy before purchasing any tickets through our Website.
- We may also use online evaluation and survey tools from time to time, which customers will be able to opt into.

We may also share our customers data with third parties if we are under a legal or regulatory duty to do so; to lawfully assist the police or security services with the prevention and detection of crime or terrorist activity; where such disclosure is necessary to protect the safety or security of any persons; and/or otherwise as permitted under applicable law. In all instances where we disclose personal information to third parties, we will ensure that your information is appropriately protected.

Cookies

Information about our use of cookies

Our Website uses cookies to distinguish you from other users of our Website. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our Website. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We may use the following cookies:

Strictly necessary cookies. These are cookies that are required for the operation of our Website. They include, for example, cookies that enable you to log into secure areas of our Website and use our reservation and purchase services.

Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our Website when they are using it. This helps to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily.

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies.

Except for essential cookies, all cookies will expire after 24 months, although some will expire prior to this.

Online Safety

Waters Edge Arts LTD is committed to the swift identification and removal of inappropriate content linked to our website or social media accounts. Should any individual post, send or upload any material that we consider inappropriate, offensive or in breach of legislation, we may use your personal data to inform relevant third parties.

We may also remove accounts of individuals linked to persistent inappropriate content concerns. We also may use links to external websites. Waters Edge Arts Ltd does not accept any responsibility or liability for the privacy policies of such third party websites and use of these websites is at your own risk.

Retention

Our retention periods for personal data are as follows:

- Where we are holding personal information on our mailing database or as part of our loyalty schemes, for so long as the individual wishes to continue to be part of our mailing list or loyalty scheme (as applicable) or if they have not engaged with us (made an enquiry, reservation, opened an email, clicked-through from an email, used your loyalty card etc.) for 24 months. Even if we no longer send mailings to them or remove them from our loyalty scheme, we may keep their name and email address on a separate repression list for a number of years following this for the purpose of ensuring that our mailings are not inadvertently shared with them).
- Where we are holding an individuals personal data to enable us to carry out a booking for 90 days following the date that the event finishes, unless the individual has chosen to join our mailing list (in which case the personal data will be held for so long as they wish to be part of our mailing list).
- where we are holding personal data for customer service reasons or to deal with an enquiry you have submitted, for such period as is necessary to ensure that the query has been dealt with fully and properly in accordance with our usual standards (this will normally be around thirty days following the date of collection).

Photography of Events

There may be photographers present at our public events/performances from time to time and we may display the images & videos captured on our website. If we are taking photographs we will display information posters and individuals can notify a member of The Edge staff if they do not want to be photographed. If they are included in any photograph and object to this being on our website (or The Edge retaining this) they can contact us using the details set out in the policy and The Edge will arrange for the relevant photograph to be removed. The Edge will not take photographs of children or vulnerable adults without written photo consent.

If we are taking photographs or videos of a workshop or private event, or of children or vulnerable adults, we will only do so with written photo consent. If photo consent is given and a person later decides that they do not want their photograph to be on their website (or for The Edge to retain this) they can contact us using the details set out in the policy and The Edge will arrange for the relevant photograph to be removed. In the event that your photo, video or written case study had been physically reproduced (eg in a leaflet or poster) then existing copies may continue to be used but no further copies shall be produced)

Videos, photography and case studies may be used:

- In leaflets and other printed promotional material for The Edge and The Dressing Room

- On The Edge's website, in email marketing campaigns and on social media (ie Facebook, Twitter, Instagram etc)
- In the media (to promote The Edge and The Dressing Room in a newspaper, on television, or on the radio)
- In letters and other correspondence with donors, volunteers and supporters of The Edge and The Dressing Room
- By organisations that want to promote The Edge and The Dressing Room and our work (eg schools, colleges, funding bodies and private sector companies)

How We Treat Children's Information

- When we collect children's personal information, we make it clear that we require the parent/guardian's permission in order to collect it. We do not actively seek to collect children's data without this consent from a parent or guardian.
- Information we collect on children will include their full name, year group, school, and any other personal information provided to us with consent. This information will only be used to allow us to provide the service that has been requested.
- We treat this data in the same way as other data outlined in this policy.

Personal Information

- At any time an individual may review or update personally identifiable information that we hold about them, by contacting our office team at communications@edgetheatre.co.uk. There may be an administration cost implication involved in this.
- Individuals have the right to ask us to erase their personal data, to ask us to restrict our processing or to object to our processing of their personal data. If someone wants us to remove personally identifiable information, they can contact us at communications@edgetheatre.co.uk. This may limit the service we can provide to them.
- When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify the identity of the person before granting them access or otherwise taking any action. This is important to safeguard personal information.

Changes to this Policy/Complaint

Any updates to our policy will be published on the Website.

If you wish to make a complaint please contact communications@edgetheatre.co.uk

You also have a right to complain in respect of Waters Edge Arts Ltd's use of your personal data to the Information Commissioners Office, but please contact us before you escalate your complaint.