



PRIVACY NOTICE

THE PLAY HOUSE THEATRE IN EDUCATION COMPANY LTD

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1. INTRODUCTION

This Privacy Notice explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we'll store and handle that data and keep it safe. We hope the following will answer any questions you have but if not, please do get in touch with us at info@theplayhouse.org.uk with any questions. It's likely that we'll need to update this Privacy Notice from time to time. We'll notify you of any significant changes, but you're welcome to come back and check it whenever you wish. When you are using The Play House, The Play House is the data controller.

2. THE PLAY HOUSE

The Play House theatre in education company was established almost 30 years ago, and since then, we've built a reputation for delivering high quality, engaging work supported by comprehensive and practical resources for teachers.

Each year we deliver over 500 school sessions to more than 15,000 children and young people across Birmingham and the West Midlands. We provide a dynamic and accessible theatrical resource that brings the curriculum to life for teachers and pupils alike.

Based at the Birmingham Repertory Theatre, we regularly perform our work at the venue as part of their First Stages theatre for children programme. We often work in partnership with other organisations, such as Birmingham Museum, the Botanical Gardens and the Severn Valley Railway, creating site specific work or projects that explore a particular period in history or subject. Whenever you interact with Escape Arts, Escape Arts Ltd is the data controller.

3. THE LEGAL BASES WE RELY ON

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

Consent

- We can collect and process your data with your consent, for example, when you tick a box to receive our email newsletters. We'll always make it clear what you're consenting to and what information is needed.

Contractual obligations

- In certain circumstances, we need your personal data to comply with our contractual obligations.
- For example, when you book tickets for events, performances, workshops or courses and you would like them delivered via post, we will collect your postal address.

Legal compliance

- If the law requires us to, we may need to collect and process your data.
- For example, if an accident occurs in our venue we will collect your information for our accident report log under Health and Safety regulations.

Legitimate interest

- In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests.
- For example, we will use your booking purchase history to send you information about other events that we think may be of interest to you, as long as you have given us your consent to be contacted.

- We also combine the booking history of many participants to identify trends to help us develop our services and programming.

4. WHEN WE COLLECT YOUR PERSONAL DATA

- When you visit our website, or when you call or email our office.
- When you use a service at the venue e.g. a workshop at the REP
- When you interact with us on social media.
- When you contact us by any means with queries or complaints.
- When you ask one of our staff to email you information.
- When you enter competitions.
- When you book any kind of appointment with us.
- When you choose to complete any feedback forms we send you.
- When you fill in any forms.
- When you sign up to take part in one of our course, workshops or performances.

5. WHAT SORT OF PERSONAL DATA WE COLLECT.

- Details of your interactions with us via email, or telephone. For example, we collect details of any complaints or comments you make
- Details of your visits to our website, and which site you came from to ours.
- Your comments and feedback on activities e.g. Facebook reviews.
- Your image may be recorded on CCTV when you visit the REP
- Your social media username, if you interact with us through those channels, to help us respond to your comments, questions or feedback.
- Your name, email and telephone if you book to attend one of our teacher trainer days.
- Your facial image via event photography if you attend one of our events.
- Copies of documents you provide to prove your age or identity where the law requires this. (including your passport and driver's licence). This will include details of your full name, address, date of birth and facial image. If you provide a passport, the data will also include your place of birth, gender and nationality.

6. HOW AND WHY WE USE YOUR PERSONAL DATA.

- We want to give you a good experience at The Play House. One way to do that is to get a full picture of who you are by combining the data we have about you. We then use this to send you details of future events we think you might be interested in, or to send you offers.
- You can change how we use your data at any time and details of how to do this are in section 11.
- If you choose not to share your personal data with us or opt out of contact, we might not be able to provide information you've asked for. E.g. if you've asked us to email you know when an event goes on sale we can't do that if you've withdrawn your general consent to hear from us by email.

Here's how we'll use your personal data and why:

- To process any bookings by telephone and email. If we don't collect your personal data, we won't be able to process your booking.
- Sometimes we need to pass this information on to someone else to help us deliver you a service. For example, your details may need to be passed to a third party to deliver an email to you if you have opted in to our email marketing.
- To respond to your questions and complaints. Processing this information enables us to respond to you and sometimes we may keep a record of these interactions for monitoring purposes to allow us to improve our charity.
- With your consent, we will use your personal data, preferences and details of your bookings to keep you informed by email and/or post about our events and services including special offers or competitions. You can opt out of hearing from us by any of these channels at any time.
- To send you communications required by law or which are necessary to inform you about our changes to the services we provide you. For example, updates to this Privacy Notice, or information relating to your ticket booking e.g. if an event is cancelled or postponed.
- To fulfil any of the competitions which you enter, based on your consent at the time you entered the competition.
- To send you survey and feedback requests to help improve our programme of events, courses and workshops.
- To build a picture of our customers we'll use data captured from across our charity to inform business decisions.

8. HOW WE PROTECT YOUR PERSONAL DATA

We know how much data security matters to all our customers. We will treat your data with great care and take all appropriate action to protect it.

Access to your personal data is password-protected, access is restricted, and sensitive data (such as payment details) is secured and encrypted to ensure it is protected.

9. HOW LONG WILL WE KEEP YOUR PERSONAL DATA

Whenever we collect or process your personal data, we'll only keep it for as long we need it. At the end of that retention period, your data will either be destroyed completely or anonymised, e.g. so it can be used for statistical purposes.

The length of time we keep your data will depend on the kind of relationship we have with you and which of our services you make use of. For example:

School Bookings

We will erase your personal information after 4 years. Your booking history and transactional data will be retained, but anonymised, for the purposes of financial records and analysis.

Staff

We will keep details of our staff, including freelance staff for as long as they are engaging with our venue and activities. After 24 months of no interactions with us the details will be destroyed.

10. WHO DO WE SHARE YOUR PERSONAL DATA WITH?

We sometimes share your personal data with trusted third parties. For example, direct mailing companies. In these cases, we will make sure there is a data processing agreement in place. Here's the policy we apply to those organisations to keep your data safe and protect your privacy:

- We provide only the information they need to perform their specific services.
- They may only use your data for the exact purposes we specify in our contract with them.
- We work closely with them to ensure that your privacy is respected and protected at all times.
- If we stop using their services, any of your data held by them will either be deleted or rendered anonymous.

Examples of the kind of third parties we work with are:

- Direct marketing companies who help us manage our electronic communications with you.
- Companies we work with: mail chimp (direct email marketing) Arts Council – Grants.

11. WHAT ARE YOUR RIGHTS OVER YOUR PERSONAL DATA

You have the right to request:

- Access to the personal data we hold about you.
- The correction of your personal data when incorrect, out of date or incomplete.
- That we stop using your personal data for direct marketing
- That we stop any consent-based processing of your personal data after you withdraw that consent.
- Access to the information we hold about you
- The right to have your personal data corrected in the case of errors, or when they aren't complete or are out of date
- The right to erase all data we hold for you, unless it conflicts with our legal obligations.
- The right for us to stop processing in any of the ways mentioned in section 6.
- The right to ask use to move your data.
- The right to object
- Rights in relation to any automated decision making and profiling.
- You can contact us to exercise these rights at any time as follows:

To ask for your information please send an email to by sending an email to info@theplayhouse.org.uk, call the admin office on 0121 265 4425 or visit us at The Play House, C/O Birmingham Repertory Theatre, Centenary Square, Broad Street, Birmingham B1 2EP

If we choose not to action your request, we will explain to you the reasons for our refusal.

Your right to withdraw consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

Where we rely on our legitimate interest

In cases where we are processing your personal data on the basis of our legitimate

interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

Direct marketing

You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. We must always comply with your request.

Checking your identity

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice. If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

12. ANY QUESTIONS?

If you have a question about our privacy notice you can request more information by sending an email info@theplayhouse.org.uk, call the admin office on 0121 265 4425 or visit us at The Play House, c/o Birmingham Repertory Theatre, Centenary Square, Broad Street, Birmingham B1 2EP

If we choose not to action your request we will explain to you the reasons

