



Kenton Theatre Privacy Policy

The purpose of this policy

We are committed to protecting your personal information and being transparent about what information we hold about you. We are also committed to giving you control over the information you entrust to us. Using personal information allows us to develop a better understanding of our patrons and in turn to provide you with relevant and timely information about the work that we do – both on and off stage. As a charity, it also helps us to engage with potential donors and supporters. The purpose of this policy is to give you a clear explanation about how we collect and use the information collected from you directly and from third parties. We use your information in accordance with all applicable laws concerning the protection of personal information (which includes, from 25 May 2018, the General Data Protection Regulation (Regulation (EU) 2016/679) and all related data protection legislation having effect in the United Kingdom from time to time) and are responsible as ‘controller’ of that personal information for the purpose of those laws (“Data Protections Laws”).

Who we are

The Kenton Theatre in Henley-on-Thames is not for profit and run by a charitable trust. Our purpose is to promote and advance education through the encouragement of the arts and to provide a community facility for a variety of entertainment.

Our registered address is

New Street, Henley-on-Thames, Oxon, RG9 2BP

Telephone 01491 575698

Website www.kentontheatre.co.uk. Charity number 253021

If you have any questions please contact us

This policy explains

- your rights
- why we hold information about you
- what information we hold
- what we do with this information
- how we handle this information
- your debit and credit card information
- keeping your records up to date
- security of your personal information
- website links
- if you have questions
- what to do if you have any concerns or complaints
- how to be removed from our database
- CCTV
- web browser cookies
- changes to this policy
- how to contact us

Your rights

Under the Data Protection Laws, you have a number of important rights free of charge. In summary, these include the right:

- To be informed about what data we hold about you and how we use it
- To have a copy of the information if you wish and to correct or erase it
- To object at any time to processing of personal information concerning you for direct marketing
- To object in certain other situations to our continued processing of your personal information
- To otherwise restrict our processing of your personal information in certain circumstances.

For further information on each of these rights, including the circumstances in which they apply, please see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise any of these rights, please:

- contact us using the details at the end of this policy
- let us have enough information to identify you
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill)
- let us know the information to which your request relates

If you would like to unsubscribe from any marketing emails you can also click on the 'unsubscribe' button at the bottom of the email.

Why we hold information about you

We hold information about you in order to process your ticket purchases, keep you up to date about the shows you are attending, in case of cancellation for example, and to keep you informed about the Theatre's activities, by email or by post.

When you buy a ticket you are entering into a contract with us and so we need to record and retain your details. When you register with us, you are asking us to send you details of our shows. We therefore have a legitimate interest in maintaining this information.

What information we hold

We hold the information you give us relating to your registration or purchase and payment. This can comprise name, contact details – address, telephone number, email address and contact preferences, show preferences, gift aid, historical order records, financial records relating to processing and date of birth.

On your first contact with us we ask if you would like to receive information from us by post and/or email about our future activities. We also collect personal data from our artists, contractors, suppliers and volunteers and any other third party engaging with our work.

Specific types of information we hold are:

Information about your interactions with us - For example, when you visit our website, we collect information about how you interact with our content. When we send you any mail or email we store a record of this, and in the case of emails we keep a record of which ones you have opened and which links you have clicked on. This assists us to better tailor our communications to you and create an enhanced customer journey for you.

Information from third parties - We may occasionally receive information about you from third parties. For example, we may use third party research companies to provide general information about you, compiled using publicly available data.

Sensitive personal data - The Data Protection Laws recognise that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not usually collect this type of information about our patrons and other third parties unless there is a clear reason for doing so. For example, we ask for access requirements from audience members so that provision can be made. We also collect health information about our participants in our workshops and productions, as well as our volunteers, so that we have details in case of ill health or emergency whilst participating in a workshop or production or volunteering for the charity.

What we do with this information

We use the information only in relation to your interaction with the Theatre. We use it for our own marketing purposes (informing you about our activities) only and do not disclose or sell it to any third party. There is always an unsubscribe facility included in emails we send you.

How we handle this information

There are three legal bases under which we may process your data:

Contract purposes - When you make a purchase from us, make a donation to us or apply to participate/volunteer in our events you are entering into a contract with us. In order to perform this contract we need to process and

store your data. For example we may need to contact you by email or telephone in the case of cancellation of a show, or in the case of problems with your payment. We will also process and store your data if you have entered into a contract with the organisation as a third party (e.g. artists, contractors, suppliers etc.).

Legitimate organisational interests - In certain situations we collect and process your personal data for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way.

With your explicit consent - For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Your information is held in an industry-standard ticketing system called Spektrix. We require Spektrix to comply strictly with our instructions and with data protection laws.

When you visit our website, we collect information about how you interact with our content and when we send you an email we keep a record of which ones you have opened and which links you have clicked on. This enables us to send you information we think may be of interest to you and to improve our services. We keep the data to make future purchases easy for you and to comply with legal, accounting or booking requirements. Should you object to any personal information being held, your objection will be stored against your record on our system so that we can comply with your requests.

When you interact with us, or use any of our pages on social media sites, such as Facebook, Twitter, Pinterest, Instagram, YouTube and so on, we may collect information about you which could include personal data: for example, when you “Like” a post on our Facebook page, or “Follow” us on Twitter. Those sites will also have their own privacy policies explaining how they use and share your personal data.

We use appropriate technical and organisational measures, including encryption, to protect your personal data.

Your debit and credit card information

If you use a credit or debit card for your transaction, we will ensure that it is processed securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS).

If you wish, you may store your card details for future use. This too is undertaken according to the above standard so that none of our staff members are able to see your full card number. We never store your three- or four-digit security code.

Keeping your records up to date

Please let us know if any of your information changes. You can change your record yourself online or by contacting or visiting the Theatre (see contact details below). Whenever you make a purchase in person, we will check with you that your details are accurate.

Security of your personal information

We have appropriate security measures in place to prevent personal information from being accidentally lost, used or accessed in an unauthorised way. We limit access to your personal information to those within the organisation who have a genuine business need to know it. Those processing your personal information will do so only in an authorised manner and are subject to a duty of confidentiality.

We will always store your digital information on secure servers. Unfortunately, however, the transmission of information via the internet is not completely secure. Although we will do our best to protect your information, we cannot guarantee the security of your information transmitted to our website or otherwise to our servers (such as by email). Any such transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Website links

Our website may, from time to time, contain links to and from partners', advertisers', affiliates' and social network sites. If you follow a link to any of these websites, please note that these sites have their own privacy policies and that we do not accept responsibility or liability for those policies. Please check those privacy policies before you submit any personal data to those websites as they may not be on the same terms as ours.

If you have questions

If you would like further information about how we handle your information, please email the Theatre Operations Manager at theatremanager@kentontheatre.co.uk or call the Box Office at the number below.

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies corrected.

What to do if you have any concerns or complaints

We will do our best to ensure that you are satisfied with how we handle your data, but if you have any concerns or cause for complaint, please contact us immediately and we will do all we can to put the matter right. First email theatremanager@kentontheatre.co.uk or call the Box Office. Any objections you make to any processing of your data will be stored against your record so that we can comply with your requests. We will inform the Information Commissioner of any formal complaints we receive.

You are also able to report your concern to the Information Commissioner. This link explains their role and how to contact them <https://ico.org.uk/concerns/>

We hope that we can resolve any query or concern you raise about our use of your information.

The Data Protection Laws also give you the right to lodge a complaint with a supervisory authority. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

How to be removed from our database

You may be removed from our database at any time. You can do this yourself by visiting our website: www.kentontheatre.co.uk, or you can contact us on the telephone, in writing or in person at the theatre. Our contact details are below.

CCTV

We use CCTV in the foyer of the Theatre for the safety and security of patrons and the Theatre. There are notices reminding patrons that the CCTV is operating. We keep the recordings for seven days, and within that period, you are able to request copies of images we have of you, if any.

Web Browser Cookies

Kenton Theatre may set and access Cookies on your computer. A Cookie is a small file that resides on your computer's hard drive and often contains a unique identifier and is accessible only by the website that placed it there, not any other sites. You may restrict your internet browser's use of Cookies.

- You may delete Cookies, however you may lose any information that enables you to access the website more quickly.
- You can choose to enable or disable Cookies in your web browser. By default, your browser will accept Cookies, however this can be altered.
- For further details please consult the help menu in your browser. Disabling Cookies may prevent you from using the full range of services available on the website.

Changes to this Privacy Policy

This Privacy Policy was last updated on 26 April 2021.

We may change this Privacy Policy from time to time and any material changes we make in the future will be uploaded to our website. Please check back frequently to see any updates or changes to our privacy policy.

Contact us

Please get in touch with us if you have any questions about any aspect of this policy.

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01491 525050