

NWTAC Privacy Policy

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North West Theatre Arts Company Limited

OUR PRIVACY COMMITMENT TO YOU

We know there's lots of information here, but we really want you to be aware of your rights and how North West Theatre Arts Company Limited will use your information.

This Privacy Policy explains how we will use personal information that you provide to us or we collect from you, for example, when you place an order for tickets or contact us via our website or at our theatre. It also explains the ways in which we will protect your personal information and sets out your rights in respect of our processing of your personal information.

We hope you find this Privacy Policy helpful, but if you have any further questions please get in touch with us at admin@northwesttheatreartscompany.co.uk

We do not intentionally collect personal information from anyone under 18. No-one under 18 should attempt to submit any personal information to us.

Please also read our [Website Terms of Use](#) and [Cookie Policy](#) which govern your use of our website.

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1. WHO WE ARE AND WHAT WE DO

"NWTAC" and "North West Theatre Arts Company" (and "we", "our", "ours" and "us") refers to North West Theatre Arts Company a professional theatre company, extra-curricular arts training platform, theatrical producer and theatrical suppliers in the arts and entertainment industry, registered in England

and Wales with registration number 8472346 and whose registered office is NWTAC Theatre, 270a Lightbowne Road, Moston, Manchester, M40 5HQ.

2. HOW WE USE YOUR PERSONAL INFORMATION

What information will you collect from me?

When you use our website or other services, we may collect and use your information in several different ways. The main reasons are:

- Because you have consented – in certain situations, we collect and process your personal information with your consent;
- To perform our contract with you;
- To comply with our legal obligations; and
- For our legitimate business interests, namely to analyse the use of our websites and services to continually improve your customer experience and our business.

Please note that if you choose not to share your personal information with us, or refuse certain contact permissions, we may not be able to provide you with some services that you have asked for.

How and when we collect your personal information

Generally, we collect your information when you decide to interact with us. This could include contacting us online, over the phone, in person when you sign up to receive emails from us. We also look at how customers use our website, so that we can offer the best possible experience.

We collect information in a number of ways, which are listed below:

- When you purchase a product or service on our website, at our venue, or by phone;
- When you contact us by any means with queries, complaints etc;
- When you engage with us on social media;
- When you enter any event, prize draws or competitions run by us;
- When completing any surveys that we send to you for research purposes (although you are under no obligation to complete these);
- When you fill in any forms. For example, if an accident happens in our venue, we may collect your personal data to create a report of this incident;
- When you visit our website. We may use cookies to help make the experience of using our website better and to personalise the service you receive from us – this means we will remember your previous visits and track the pages on our website that you visit. For more information please see our [Cookie Policy](#);
- When you visit our venue, these may have CCTV systems operating for the security of both customers and partners. These systems may record your image during your visit.

The tables set out below go into more detail about what we do with your personal information, and why we do it.

Information you submit to us

We will collect personal information that you submit to us when you make use of our website or services and/or you contact us.

Your name and contact details

How we use your name and contact details	Why?
Register you as a user of our website or other services	We've got to do this to perform our contract with you
To take and fulfil your order for tickets or administer other services such as the NWTAC Season Ticket or any of our prize draws or competitions which you enter, based on your consent given at the time of entering	We've got to do this to perform our contract with you
To contact you about any cancellations, amendments or additional information in respect of your ticket order, or any other services that we provide to you	We may 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 Policy and legally required information relating to your orders.
To respond to your queries, refund requests and complaints	To deliver you with the best possible customer service - handling the information you sent enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience
Sending you information by email, SMS, or post, about our products and services	<p>To keep you up to date. We only communicate with you with your permission, and of course, you are free to opt-out of hearing from us via these channels at any point</p> <p>We may 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 Policy and legally required information relating to your orders. If we do not use your personal data for these purposes, we would be unable to comply with our legal obligations</p>

Fraud prevention and detection	<p>To prevent and detect fraud against either you or us</p> <p>If we discover any criminal activity or alleged criminal activity through our fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. We aim is to protect the individuals we interact with from criminal activities</p>
Finding out what you, and other customers, would like	<p>To deliver relevant marketing and advertising that matches your interests and preferences</p> <p>We have a legitimate interest to do so as this helps make our products or services more relevant to you</p>

Information about your date of birth

How we use your date of birth information	Why?
Fraud prevention and detection	<p>To prevent and detect fraud against either you or us</p> <p>If we discover any criminal activity or alleged criminal activity through our fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. We aim is to protect the individuals we interact with from criminal activities</p>
Tailoring your experience at an event or in our venues	<p>To deliver the best possible customer service</p> <p>We have a legitimate interest to do so as this helps make our products or services more relevant to you</p>

Information about your gender

How we use your gender information	Why?
We may either ask your gender directly, or derive it from your title or first name	<p>To tailor your experience, and to provide you with the best possible customer service</p> <p>We have a legitimate interest to do so as this helps make our products or services more relevant to you</p>

Your payment information

This means your card's security/CVV code – don't worry, we don't keep this information!

How we use your payment information	Why?
To take payment and give refunds	We've got to do this to perform our contract with you
Fraud prevention and detection	To prevent and detect fraud against either you or us If we discover any criminal activity or alleged criminal activity through our fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. We aim is to protect the individuals we interact with from criminal activities

Your contact history with us

What you've said to us — for example, over the phone, or on social media.

How we use your contact history	Why?
Provide customer service and support	We've got to do this to perform our contract with you, and to provide you with the best possible customer service Handling the information, you sent enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience
Train our staff	So that, when you contact us, you get the best possible customer service
To monitor your individual experience and our overall own performance	So that we can make necessary improvements, and to provide you with the best possible customer service

CCTV

When you visit our venue, this has CCTV systems operated for the security of both customers and partners. These systems may record your image during your visit.

How we use CCTV	Why?
To protect our customers, premises, assets and Partners	We do this on the basis of

from crime, we operate CCTV systems in our venues which record images for security	our legitimate business interests
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Please note that if we discover any criminal activity or alleged criminal activity through our use of CCTV, fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. We aim is to protect the individuals we interact with from criminal activities.

What about sensitive personal information?

In the course of providing our goods or services to you, we may collect information that could reveal your religious beliefs or information about your health. Information like this is considered “**sensitive personal information**” under data protection laws. We only collect this information where you have given your explicit consent, it is necessary, or you have deliberately made it public.

Examples of when we may collect this information could be in the following circumstances:

- If you request special assistance when visiting one of our venues or purchasing tickets, this could reveal information about your health (for example if you ask for a signed performance or require a wheelchair accessible seat).
- If you inform us about specific dietary requirements you may have, this could potentially indicate that you have specific religious beliefs.

When you provide us with any sensitive personal information, you explicitly agree that we may collect it and use it in accordance with this Privacy Policy.

If you do not allow us to process any of your sensitive personal information, this may mean that we are unable to provide all of part of the services that you have requested from us. Please be aware that in such circumstances, you may not be entitled to cancel or obtain a refund of any price that you have already paid.

3. SHARING YOUR INFORMATION

We will never sell, exchange or otherwise distribute your personal information to third parties without your consent except to the extent required by applicable laws and regulations, or as set out in this Privacy Policy.

However, we share your data with the following categories of companies as an essential part of being able to provide our services to you:

- The venue in respect of any ticket booking you have made;
- Our business partners, suppliers, agents and sub-contractors where necessary to fulfil data processing activities for the purposes listed in this policy on our behalf, for example third parties who provide services to us (e.g. payment processors, delivery companies) or on our behalf (e.g. our ticketing partners); or
- Analytics and search engine providers that assist us in the improvement of our websites and the services we provide.

Exceptional circumstances

We may also disclose your personal information to third parties if:

- We are under a duty to disclose or share your information to comply with any legal obligation (for example, a court order); or

-We need to protect our rights, property, the safety of our website users/customers or to help prevent fraud or crime. This may include exchanging personal information with other companies and organisations for the purposes of fraud protection or with governmental and law enforcement authorities.

4. YOUR INFORMATION AND DIRECT MARKETING

Where you have consented, we will use your personal information to contact you via email, SMS, telephone or post (depending on your preferences) with relevant information about NWTAC, our website, our products, services, offers and events. Where you have asked to receive information about us.

How to stop marketing messages from NWTAC

You can stop receiving marketing messages from us at any time. You can do this:

- By clicking on the 'unsubscribe' link in any marketing email; or
- By contacting our Customer Care team at admin@northwesttheatreartscompany.co.uk

Once you do this, we will update your profile to ensure that you don't receive any further marketing messages. However, please note that it might take a few days for our systems to be updated, so you might continue to receive messages from us whilst we process your request.

Stopping marketing messages from us will not end communications such as updates in relation to your order of tickets or useful information about your visit to one of our events.

5. THIRD PARTY LINKS

Our websites and communications with you may provide links to the websites of third parties. Please remember that when you use a link to go from one of our websites to another website, or you request a service from a third party, this Privacy Policy no longer applies.

We do not monitor, control, or endorse the privacy practices of any third parties.

We encourage you to become familiar with the privacy practices of every website that you visit or third-party service provider that you deal with, and to contact them if you have any questions about their respective privacy policies and practices.

This privacy policy applies solely to personal information collected by us through our websites and does not apply to these third-party websites and third-party service providers.

6. KEEPING AND STORING YOUR INFORMATION

Retaining your personal information. We keep your personal information for as long as we require for the purposes for which it was collected (see above). Once the relevant purpose has been satisfied we will securely delete or anonymise your personal information unless we are required to retain a copy of such information under applicable law.

Where we store your personal information. All personal information that you provide is stored on our security protected databases and network drive

7. HOW WE PROTECT YOUR PERSONAL INFORMATION

We are committed to keeping your personal information secure. We take appropriate technical and organisational measures to ensure the security of all personal information we hold (and endeavour to only work with third parties who provide equivalent protections) in accordance with industry best practices. However, please note that there are inherent security implications of disclosing personal information online for which we cannot be held responsible.

Account details. You are responsible for keeping the log in details and password in respect of any account you hold with us confidential at all times.

8. WHAT ARE YOUR RIGHTS OVER YOUR PERSONAL INFORMATION

You have rights in relation to the personal information we hold about you, and have the right to:

- A copy of your personal information which we hold about you;
- Request that we correct any personal information that is inaccurate or out of date;
- Withdraw your consent to processing at any time if we have relied on your consent to process your personal information;
- Request in certain circumstances that your personal information is removed from our systems where it is no longer necessary for us to hold your personal information;
- Request in certain circumstances that we transmit your personal information that we hold elsewhere (known as “**data portability**”);
- Object to us processing your personal information. In this instance, we will stop processing your personal information if we are relying on it for our own or someone else’s legitimate interests, processing it for direct marketing or processing it for research (unless such processing is necessary for the performance of a task carried out in the public interest);
- Restrict the processing of your personal information, if you contest the accuracy of the personal information that we hold about you. This means we must stop any processing activities until we have verified the accuracy of the personal information, or we no longer need your personal information; and
- Contact us directly and be given an explanation about any automated decision-making and profiling that produces a legal (or similarly significant) effect on you.

9. CHANGES TO HOW WE PROTECT YOUR PRIVACY

To ensure that you continue to be aware of how we use your personal information, we will update this privacy policy from time to time to reflect any changes to our use of your personal information. We may also make changes as required to comply with changes in applicable law or regulatory requirements.

If we make significant changes this Privacy Policy, we will make that clear the next time you access our website or notify you by some other means of contact such as email, so that you are able to review the changes before you continue to use our website and/or services. However, we encourage you to review this privacy notice periodically to be informed of how NWTAC uses your personal information.

10. HOW WE USE COOKIES ON OUR WEBSITES

We use cookies on our website. For more information on cookies, please see our [Cookie Policy](#) to find out more about the cookies we use and how to manage and delete cookies.

11. ANY QUESTIONS?

We hope this Privacy Policy is helpful in setting out the way we use your personal information, and your rights in respect of our processing of your personal information.

If you have any questions about this Privacy Policy, or you want to exercise your rights, please get in touch with us by:

·Sending an email to admin@northwesttheatreartscompany.co.uk or

·Writing to NWTAC Administration at NWTAC Ltd, NWTAC Theatre, 270a Lightbowne Road, Moston, Manchester, M40 5HQ.

In addition, if you:

·Wish to request a copy of your personal information, please email admin@northwesttheatreartscompany.co.uk or

·Have a concern or wish to make a complaint about any aspect of our privacy practices, including the way we've handled your personal information, you can report it to the UK Information Commissioner's Office ("ICO"). You can find details about how to do this on the ICO website at <https://ico.org.uk/concerns/> or by calling their helpline on 0303 123 1113.

Thank you for visiting our website.