



Malvern Theatres Privacy Policy

This page sets out the details of Malvern Theatres privacy notice in relation to information collected about you.

Who we are:

Malvern Theatres Trust Ltd
Grange Road
Great Malvern
Worcestershire
WR14 3HB

We are a registered charity, and our registration number is: 241433

We are registered as a data controller under the Data Protection Act 1998, and our Data Protection Register number is: Z4920046.

Any electronic communications will be made in accordance with the Privacy and Electronic Communications Regulations (PECR)

What information do we collect about you?

We collect the personal data that you may volunteer as part of ticket bookings, online purchases, Membership or donation forms, e-newsletter sign-ups and visitor surveys.

Personal information we collect may include:

your name, title, date of birth, postal address, email address and phone number

We will also collect and hold information about any contact you have with us as a visitor, customer or supporter of Malvern Theatres, including details of:

ticket purchase and event attendance

online purchases

contact preferences

gift information, including Direct Debit bank details where applicable

Gift Aid status

details of correspondence sent to you, or received from you

donor history

where relevant, selected media coverage

any other information provided by yourself at the request of Malvern Theatres.

When we ask you to provide your personal information we will let you know why we are asking, and how we will use your data, by directing you towards this notice.



What we do with your information

Depending on your relationship with Malvern Theatres, and the preferences you have indicated, data we hold may be used by us for the following purposes:

Send you promotional, marketing or fundraising information by post, telephone or electronic means. These types of communications can include:

Informing you of other products, services or events related to Malvern Theatres such as forthcoming shows and events.

News and updates about Malvern Theatres, such as our seasonal brochure, and marketing or supporter e-newsletters.

Information on our fundraising operations, including occasional targeted requests to consider giving financial support to Malvern Theatres, or to ask you to consider supporting us in other ways.

Other relevant communications based upon your relationship with Malvern Theatres.

Data screening and cleansing, to check if we have accurate contact details for you – see How we update, screen and analyse your information for further information.

To send you surveys, and for market research purposes.

Tools may be used to monitor the effectiveness of our communications with you, including email tracking, which records when an e-newsletter from us is opened and/or how many links are clicked within the message. The data from this tracking is generally used in an aggregated and anonymised form.

You can opt out of any / all of our communications at any point simply by contacting boxoffice@malvern-theatres.co.uk

There are some Membership and donation communications that we are required to send regardless of your contact preferences. These are essential communications, deemed necessary to fulfil our contractual obligations to you. This would include Direct Debit confirmations and advanced notices, thank you letters, Member benefits such as priority booking letters and Membership cards, renewal reminders, Gift Aid confirmation letters and querying returned mail or bounced Direct Debit payments with you.



Covid-19

If attending a cinema screening or performance whilst Government Covid-19 restrictions are in place, data may be used for test and trace purposes, if required, for a period of no more than 21 days following your visit.

How we update, screen and analyse your information

We continuously review records of supporters to ensure your data is as accurate as possible. We may consult alternative sources in order undertake these checks, such as: Royal Mail National Change of Address database (NCOA); BT Operator Services Information System (OSIS); Newspaper articles, publications and company websites; Companies House and other company information databases; Charity Commission and Office of the Scottish Charity Regulator (OSCR) registers; Any other publicly available sources.

Where we appoint an external party to undertake a screening of information, any such arrangements will be subject to a formal agreement between Malvern Theatres and that organisation, to protect the security of your data.

We may segment the information we hold about you in our database based on a proprietary score. These scores are calculated using personal data, as well as how engaged with us you have previously been, and indicators of future engagement. Analysis of this helps us understand our Members, donors and potential donors to ensure we are efficient and that only relevant communications are sent to you. You can opt-out of your data being utilised for data cleaning or analysis (with the aims of targeting communications with you appropriately, or finding up to date contact information in the case of gone away mail) simply by contacting boxoffice@malvern-theatres.co.uk



Who we might share your information with

We do not disclose personal data to any third parties or external organisations, other than data processors carrying out work on our behalf.

Examples of such data processors would be mailing houses for the sending of our brochure, bulk email distribution services, telephone fundraising agencies working on our behalf, or data cleaning organisations.

Any such companies are acting as approved data processors for Malvern Theatres, and we retain full responsibility for your personal data. Data processors will act only on our instructions.

We may occasionally need to transfer your personal information overseas, for instance to a bulk email distributor, such as MailChimp. Where this is necessary, this may be to countries or territories around the world.

We are required to ensure any transfers of data will be done securely, in accordance with best practice, and in compliance with the Data Protection Act 1998.

Your data will never be sold or passed to any third party for any other purpose.

How we keep your information secure

We have implemented security procedures, rules and technical measures to protect the personal data that we have under our control from:

unauthorised access

improper use or disclosure

unauthorised modification

All our employees and data processors, who have access to, and are associated with the processing of personal data, are legally obliged to respect the confidentiality of our visitors' and supporters' personal data.



How can I access the information about me, and correction of information?

You can ask us if we are keeping any personal data about you and you can also request to receive a copy of that personal data – this is called a Subject Access Request.

To make a Subject Access Request you will need to provide adequate proof of identity such as a copy of your passport, birth certificate or driving licence before your request can be processed. There may also be a fee of up to £10 depending on the volume of work required.

Please try to be as clear as possible about the information you are seeking.

Once we have received your Subject Access Request, the agreed fee and proof of identity, you will receive a response from us within 40 days and you will be able to get copies of any information we hold on you. However, exemptions to disclosure may apply in some circumstances.

Subject Access Requests should be sent to:

Data Protection Officer

Malvern Theatres

Grange Road

Malvern

Worcestershire

WR14 3HB

Email: boxoffice@malvern-theatres.co.uk

At any time, you may request that we delete or correct your personal information. If you wish to correct any information on you held by Malvern Theatres, simply contact boxoffice@malvern-theatres.co.uk

Cookies

In order to make the Malvern Theatres website easier to use and improve our service, we sometimes place small amounts of information on your computer. These are known as cookies and they are used by most major websites. You can find out more about Malvern Theatres use of cookies below.

Changes to our privacy notice

We regularly review our privacy notice, and may make changes time to time. Any changes made will be posted to this page, and will apply from the time we post them. This privacy notice was last changed on 19 March 2018.



How to contact us

If you have any comments on our privacy notice, or information we hold about you please contact us:

by email to boxoffice@malvern-theatres.co.uk

or write to us at Malvern Theatres, Grange Road, Great Malvern, Worcestershire. WR14 3HB

Malvern Theatres Cookies Policy

In order to make the Malvern Theatres website easier to use and improve our service, we sometimes place small amounts of information on your computer. These are known as cookies and they are used by most major websites.

Cookies are used to measure how you use the web site so we can measure its effectiveness and improve its performance. Our cookies aren't used to identify you personally, and you can delete these files if you want to. For more information on how to manage, control or delete files, please visit www.aboutcookies.org

Malvern Theatres use of cookies:

The information below shows cookies that are set by this website; if you have any queries about these cookies, please contact us using the information on our Contact us page.

Measuring website usage (Google Analytics)

We use Google Analytics on an ongoing basis to collect information about how people use the website, and from time to time use other third-party services. We do this to make sure we are meeting our users' needs and to understand how we can improve the site.

Google Analytics stores information about what pages you visit, how you got here and what you click on. We do not collect or store any personal information (e.g. your name



or address) so this information cannot be used to identify you. We do not allow Google to share our analytics data.

We use Google Analytics Demographics and Interest Reporting to more accurately determine visitors by age, gender and interests. This helps us better establish the types of content we make available and what we produce online is relevant to our audiences. You can opt out of Google Analytics by implementing the [Google Analytics Opt-out Browser Add-on](#).

For more information on the cookies set by Google Analytics, please refer to the [Google Code website](#). You can find out more about cookies at www.aboutcookies.org.