

Data Protection Statement

Respecting your privacy and safeguarding your data

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1. Introduction

Aberystwyth Arts Centre as part of Aberystwyth University is committed to protecting your personal information and being transparent about what information we hold about you.

Under GDPR (General Data Protection Regulation) we are responsible for ensuring that:

- Your personal data is kept secure and is protected
- We are clear about the purposes we are using your data for
- Your data is used in appropriate way
- It is easy to withdraw consent or update your communication preferences at any time. It is also easy to give your consent at any time.

Using personal information helps us to better understand our customers 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.

This notice explains how we use your personal information in accordance with GDPR and all other applicable laws concerning the protection of personal information. This notice explains:

- What information we may collect about you
- How we may use that information
- When we use your details to contact you
- In what situations we may disclose your details to third parties
- How we keep your personal information secure, how we maintain it and your rights to be able to access it

The personal information described in this notice is collected from you through the following channels:

- Your booking with Aberystwyth Arts Centre (online, over the phone or in person)
- Our website
- Emails you receive from us
- Your visit to Aberystwyth Arts Centre
- Letters and other written correspondence
- Other interactions with us by phone or in person

Our website is one of the main places our customers interact with us and share their personal information. If you are concerned at any time that your online account may have been compromised, please contact the Box Office immediately artstaff@aber.ac.uk or the marketing team artscentre-marketing@aber.ac.uk. You will also find that there are links throughout our site to third party websites which are subject to their own privacy policies and may use cookies. We advise that you review their policies and cookies when you visit their sites but we do not take any responsibility for third party websites.

2. Data Protection Notice

Aberystwyth Arts Centre, as part of Aberystwyth University which acts in the capacity of data controller, conforms to the Data Protection Act and the General Data Protection Regulation (in force from 25 May 2018)

Aberystwyth Arts Centre as part of Aberystwyth University (we) are committed to upholding your privacy and taking care with the personal information that you may volunteer as part of ticket bookings, online purchases, membership or donation forms, e-newsletter or event sign-ups and visitor surveys.

The personal information we collect, process or use is treated securely and in accordance with our privacy policy (described below). Whenever you give us personal information, you are consenting to its collection and use in accordance with this policy, including our use of cookies (as explained below).

When processing your booking / purchase we will ask you for your name, address, email and telephone number. This is essential for processing all non-cash bookings. We may also ask you if you would like to be kept informed about forthcoming events and campaigns at Aberystwyth Arts Centre. We retain personal information for administration, advertising, marketing and fundraising purposes.

Depending on what you have told us, we will be i) processing your information on the grounds that you have provided consent for this processing and for associated communications (Article 6(1)(a) of GDPR) ii) processing your information on the grounds that you entering into a contract when you buy tickets or products from the Arts Centre or when you make a donation (Article 6(1)(b) of GDPR) and iii) processing your information on the grounds that it is in the 'legitimate interests' of the Arts Centre to do this (Article 6(1)(f) of GDPR) in that the Arts Centre requires the information in order to process financial and other transactions and keep a record of these.

Your information will only be accessed and used by Arts Centre staff. Third parties are occasionally used to provide facilities or services to help process data. For further information please contact Aberystwyth Arts Centre or the University Data Protection Officer at infocompliance@aber.ac.uk

3. Who are we?

Award winning Aberystwyth Arts Centre is Wales' largest arts centre and recognised as a 'national flagship for the arts'. It has a wide-ranging artistic programme, both producing and presenting, across all art forms including drama, dance, music, visual arts, applied arts, film, new media, and community arts and is recognised as a national centre for arts development.

Aberystwyth Arts Centre is a department of Aberystwyth University and a member of the Institute of Arts and Humanities (IAH). Aberystwyth University is a charity and its Registered Charity* number is 1145141. We work closely with our fellow Institute colleagues who include the School of Art, Theatre, Film and Television Studies, English and Creative Writing, European Languages, Welsh and Celtic Studies and the Music Centre. For more information on the Institute, click here <https://www.aber.ac.uk/en/iah/>

4. What personal information do we collect and process?

You will be asked for personal information and we will retain your name, contact details and contact preferences when you make a purchase from our box office or otherwise buy products from us, make a donation, join as a member, or otherwise provide us with your information. We will keep a record of your bank or credit card details used to make the purchase, but only temporarily and solely to process your transaction. We will record details when you sign up to our mailing list, become a member or make a donation. Where you make a donation, we will keep a record of the details of the gift (amount and date) and your Gift Aid status.

4.1. Information Collection

We will store personal information which will include some of the following:

- Full names and titles
- Postal addresses
- Email addresses
- Telephone Numbers (Mobile and Landlines)
- Name of a child (for Aberystwyth Arts Centre Stage School, Youth Theatre, Dance School, programmes and any other Creative Learning classes, workshops and projects places booked by a parent or guardian)
- Date of birth
- Access requirements
- Any genre preferences or requests to be added to specific mailing lists
- Payment card details
- Information collected through surveys and questionnaires
- Information collected through cookies

Depending on what you have told us about your preferences we may contact you by:

- Mail
- E-mail
- Telephone

4.2. Information about your interactions with us

When you visit our website, book to see a show, make a purchase, make a donation or receive a marketing communication from us we will make a record. This will include all or some of the following:

- Purchase History
- Donation History
- Gift Aid status
- Website visit history
- Emails sent, open and clicks (We keep a record of which emails we have sent you, which ones you have opened and which links you clicked)
- Mailings we have sent you

4.3. Sensitive personal data

Data Protection law recognises 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 customers unless there is a clear reason for doing so. We do collect allergy information about Aberystwyth Arts Centre Stage School, Youth Theatre, Dance School, Community Theatre programmes and any other Creative Learning classes, workshops and projects participants in the interest of their wellbeing during sessions. We will only ever use this in accordance with this policy and shall maintain necessary measures to protect this information and its confidentiality.

As part of your participation in some of our programmes we may use your data differently than is set out in this policy.

5. How do we use your personal data?

Your personal data is used for certain legitimate business purposes which may include some, or all of the following (unless you ask us not to):

- Processing a booking / purchase and verifying payment through our website, over the phone or in person
- Setting up a customer account
- Enabling you to make a donation (either a one-off donation or an ongoing arrangement through Just Giving)
- Using your data to ensure we can fulfil our contract of service with you
- Letting you know about a change to a performance, including a change of time or cancellation (in exceptional circumstances)
- Getting in touch with you with information about your visit to the theatre
- Sending you a post-show survey by email to help us understand how we can improve the service we provide you with
- Storing your data on a secure system
- Ensuring that you are sent relevant marketing information about performances, events and products at Aberystwyth Arts Centre by email, by post or by phone
- Sharing your data securely with a supplier to undertake direct mailing on our behalf
- Getting in touch with you to acknowledge and thank you for a donation you have made
- Managing data on secure spreadsheets independent of our Box Office system
- Suppressing (not using) your data after inactivity (6 years)
- Using anonymised data to help make our marketing communications more effective
- Using anonymised data so that we can report to our funders
- Segmenting your data to ensure you are sent relevant information
- Using bulk email sending software for our email marketing communications
- To contact you with details on how you may support our work through making a donation
- To enable you to pre-order food and drink from our Cafe Bar
- To pre-order any additional services or products we may offer as part of your visit to the theatre
- To monitor and analyse visits to our website through Cookies
- To use Cookies to re-target those who have visited our website with online advertising
- Photos of our audience in our auditoria may be used in our marketing and promotional activity
- Photos of Aberystwyth Arts Centre Stage School, Youth Theatre, Dance School, Community Theatre programmes and any other Creative Learning classes, workshops and projects' participants may be taken and used for documentary and marketing purposes
- Capturing and storing footage for security purposes
- To contact schools and colleges about relevant upcoming performances and projects

- To contact members of the press with invitations to press nights, press releases and story ideas and opportunities
- To invite funders, stakeholders and members of the theatre industry to guest nights
- To send funders, stakeholders and public representatives information about new and developments at Aberystwyth Arts Centre which are in the public interest
- To manage relationships with potential funders and donors
- To contact Aberystwyth Arts Centre patrons with information on performances and the latest news by email and by post
- To manage the running of Aberystwyth Arts Centre Stage School, Youth Theatre, Dance School, Community Theatre programmes and any other Creative Learning classes, workshops and projects which includes contacting parents/guardians if there are changes to sessions etc

6. Opting into and out of marketing and other fundraising communications

With your consent, we will contact you to let you know about upcoming events, offers from our shop and restaurants, updates on our plans and progress we are making, and may ask you to join as a member, make a donation or give other types of support.

We make it easy for you to tell us how you want us to communicate, in a way that suits you. Our forms have clear marketing preference categories and we include the option to opt out when we send you marketing. If you don't want to hear from us, that's fine. Just let us know when you provide us with your information, change your preferences at any time by changing the relevant settings in the "My Account" section of our website aberystwythartscentre.co.uk, the newsletter sign up page on our website, click unsubscribe on your newsletter or contact:

- Ticket office 01970 62 32 32 artstaff@aber.ac.uk or
- Marketing department artscentre-marketing@aber.ac.uk
- Shops aberartshop@aber.ac.uk

7. Where is personal information collected and stored?

Aberystwyth Arts Centre as part of Aberystwyth University, is data controller for the data we collect and store. Data is collected and stored through the following systems and platforms

- Through individuals signing up to emails and join our mailing list through our website. The sign up form is supplied by Patronbase Ltd
- Patronbase Ltd supplies our Box Office system which holds your accounts, purchase history, contact information, contact preferences and allows us to produce marketing reports and lists for marketing activity. This Patronbase database is stored securely on the server at Aberystwyth University.
- We use Mailchimp to send marketing emails
- We use Purple 7 to generate post show surveys
- Artifax is our room booking system where visiting company data may be stored.
- World Pay processes our Box Office payments/ Paypal processes online shop purchases

- A range of other services may be used

Your personal information will not be subjected to automated processing which would negatively impact on any individual. The personal information that you provide will be held securely and will not be used for any other purpose than as provided for in this policy. We ensure that there are appropriate technical controls in place to protect your personal information. Information which we transfer is encrypted and password protected. All of our key marketing, box office, creative learning, and other admin staff receive data protection training.

8. The Craft and Design Shop, book shop, cafés and bars

The Craft and Design Shop, book shop, cafés and bars are run through Aberystwyth University's commercial services. The Craft and Design shop uses a number of third party services to process transactions and data which include the following:

- The Craft and Design Shop and bookshop uses EKM to host their e-shop and Paypal processes e-shop online sales. The e-shop is external to Aberystwyth Arts Centre's website and has a separate privacy statement which can be found here: <http://www.aberartscentreshop.co.uk/>
- The shops use Global Payments to process card transactions.
- The cafés and bars use Haven for their till systems and Verifone for card transactions.

For more information click here: <https://www.aber.ac.uk/en/visitors/terms&conditions/>

9. Creative Learning

If you are taking part in one of our Creative Learning workshops, classes or projects, we may need to collect additional information from you including, for example, medical details, details of any learning difficulties or special access requirement, educational attainment or details of prior artistic experience. This information will be used by Aberystwyth Arts Centre Creative Learning Department and the Box Office in order to plan and deliver the very best artistic and educational experiences for you, to keep participants safe throughout their experience with us, and may be passed to emergency services for use should any emergency situation arise. We will always seek your consent for the above at the time of collecting your information, and, where we need to collect this information in respect of children or young people we will ask parents or guardians to provide the information and consent to its use for the purposes described.

Creative Learning Facebook accounts

- Aberystwyth Arts Centre Dance School Ballet Closed group
- ABERYSTWYTH ARTS CENTRE DANCE SCHOOL Closed group
- Stage School group chat on Messenger

You may be expected to supply information in relation to course examinations, to the following third parties:

- LAMDA
- Royal Academy of Dance
- ISTD

10. When you use our website

We anonymise your Internet Protocol (IP) address. Our website uses cookies to enable online transactions, understand how people use our website and inform our digital advertising.

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

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to our site; any 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.

10.1. External Websites

This website includes links to external sites. Aberystwyth Arts Centre is not responsible for the content, availability or quality of any material contained on such sites and links to external sites should not be taken as an endorsement by the Arts Centre or Aberystwyth University of opinions expressed or services offered by those sites.

10.2. Cookies

In order to make our website easier to use and improve our service, we use cookies, which are small files stored on your computer. Cookies are used by most websites.

Cookies are files stored in your browser and are used by most websites to help personalise your web experience. Some features on this site will not function if you do not allow cookies.

The list of cookies currently being set on the AAC website include:

- AAC CMS: has_js
- Google (Google Analytics): _ga; _gat; _gid; _gali
- Facebook: fr, (if a user is logged in to FB) c_user, datr, pl, presence, sb, wd, xs
- PatronBase: (Tbc)
- ShareThis: __stid, pxcelBcnLcy, pxcelPage_c010, _unam
- Soundcloud: __utma, __utmb, __utmc, __utmt, __utmz, sc_anonymous_id, G_AUTHUSER_H, G_ENABLED_IDPS, __qca, __utma (second), __utmb (second), __utmc (second), __utmz (second), _soundcloud_session, a, c, i, ja, l, p, qc, qg, qp, qt, qu, remember_me_flag, rubicon_last_sync, rubicon_user_id, sc_anonymous_id, sclocale, u
- Twitter: _ga, _gat, _gid, _twitter_sess, ads_prefs, auth_token, ct0, dnt, eu_cn, guest_id, kdt, personalization_id, remember_checked_on, twid
- Vimeo: vuid, __qca, __ssid, _ceg.s, _ceg.u, _ga, _gat_UA-76641-8, _gid, _uetsid, auth_xsrf, new_user_from_redirect, optimizelyBuckets, optimizelyEndUserId, optimizelySegments, vimeo

- YouTube: PREF, VISITOR_INFO1_LIVE, YSC, APISID, HSID, LOGIN_INFO, SAPISID, SID, SSID

11. Who we might share your personal information with

11.1. Third parties

It is anticipated that your Personal Data will be disclosed to the following categories of third-party service providers who perform functions on our behalf. We require that our third-party service providers only use your Personal Data as necessary to provide the requested services to us and each service provider is subject to a set of terms consistent with this Privacy Policy.

- Hosting providers for the secure storage and transmission of your data
- Identity management providers for authentication purposes
- Database software providers for the management and tracking of your data
- Legal and compliance consultants, such as external counsel, external auditors, or tax consultants
- Marketing providers who send communications on our behalf regarding our products and services
- Payment solution providers for the secure processing of payments you provide to us
- Fulfillment and postal vendors for the fulfilment of our products and services

Third parties include the following service providers who process data on our behalf and on our instructions:

- Patronbase Box Office System
- Mailchimp (email)
- Purple 7 (audience survey)
- Clearview Audience Insight service (they anonymize data)
- The Audience Agency (they anonymize data)
- Cambrian Printers (brochure mailing service)
- EKM
- Paypal

Creative Learning third parties:

- LAMDA
- Royal Academy of Dance
- ISTD

In these cases we require that these third parties comply strictly with our instructions and with data protection laws, for example around security of personal data. We normally put a data privacy agreement in place that sets out our expectations and requirements, especially regarding how they manage the personal information they have collected or have access to.

When you sign up to our email newsletters, you receive these emails through Mailchimp which is a data processor operating outside the European Economic Area (EEA). Although they may not be subject to same data protection laws as companies based in the UK, we will take steps to make sure

they provide an adequate level of protection in accordance with UK data protection law. By submitting your personal information to us you agree to this transfer, storing or processing at a location outside the EEA (including in the United States).

We will not share data with named visiting companies.

11.2. Legal obligation

We may share your data where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

12. How do we keep your information up to date?

We endeavour to keep your personal information accurate and up to date. If you become aware of errors or inaccuracies, please email artstaff@aber.ac.uk or update the information we hold about you by using the "My Account" section of our website.

For the shops email aberartshop@aber.ac.uk

We would really appreciate it if you could let us know if your contact details change.

13. Retention of personal information

Your personal information will only be held for as long as necessary:

13.1. Accounts and booking records

If you have previously consented to receive marketing information but have not booked for a performance in the past three years, we will email to ask you to refresh your consent. If we do not hear from you within one month your record will be set to do not contact. After six years of inactivity on an account the record will be completely anonymised with only a record of the transaction being retained for our records. We will periodically check with you that your details and contact preferences are as you would like them.

13.2. E-list

If you sign up to receive emails from us, we will periodically check with you that you continue to wish to hear from us. The option to unsubscribe is on all of our email communications.

13.3. CCTV footage

We retain CCTV footage for 1 month. This is held by Site Security at Aberystwyth University contact sitesecurity@aber.ac.uk for more information.

14. Legal basis

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

14.1. Contract

When you buy tickets or other products from us or make a donation to us, you are entering into a contract with us. In order to perform this contract we need to process and store your data. The instances in which this legal basis will apply are:

- Processing a booking and verifying payment through our website, over the phone or in person

- Setting up a customer account
- Enabling you to make a donation (either a one-off donation or an ongoing arrangement through Just Giving)
- Using your data to ensure we can fulfil our contract of service with you
- Letting you know about a change to a performance, including a change of time or cancellation (in exceptional circumstances)
- Getting in touch with you with advance information about your visit to the theatre
- Storing your data on a secure system
- Getting in touch with you to acknowledge and thank you for a donation you have made
- To enable you to pre-order food and drink from our Cafe Bar
- To pre-order any additional services or products we may offer as part of your visit to the theatre

14.2. Consent

We will ask for your consent before using your personal information in the following instances. You can withdraw your consent at any time and you can do this by logging into your account or calling the Box Office. The instances in which consent is the legal basis of our processing are:

- Ensuring that you are sent relevant marketing information about performances, events and products at Aberystwyth Arts Centre by email, by post or by phone
- To contact you with details on how you may support our work through making a donation
- To take and use photos of Aberystwyth Arts Centre Theatre participants for documentary and marketing purposes

14.3. Legitimate business interests

In certain situations we collect and process your personal information for purposes that are in our legitimate organisational interests. We only do this if there is no overriding prejudice to you by using your personal information in this way. The situations in which we use legitimate interest as the legal basis for processing are as follows:

- Sending you a post-show survey by email to help us understand how we can improve the service we provide you with
- Sharing your data securely with a supplier to undertake direct mailing on our behalf
- Managing data on secure spreadsheets independent of our Box Office system
- Suppressing (not using) your data after inactivity (6 years)
- Using anonymised data to help make our marketing communications more effective
- Using anonymised data so that we can report to our funders
- Segmenting your data to ensure you are sent relevant information
- Using bulk email sending software for our email marketing communications
- To take photos of our audience in our auditoria or in our public spaces for use in our marketing and promotional activity
- Capturing and storing footage for security purposes
- To contact schools and colleges about relevant upcoming performances and projects
- To contact members of the press with invitations to press nights, press releases and story ideas and opportunities
- To invite funders, stakeholders and members of the theatre industry to guest nights
- To send funders, stakeholders and public representatives information about new and developments at Aberystwyth Arts Centre which are in the public interest
- To manage relationships with potential funders and donors

- To contact Aberystwyth Arts Centre patrons with information on performances and the latest news by email and by post
- To manage the running of Aberystwyth Arts Centre Stage School, Youth Theatre, Dance School, Community Theatre programmes and any other Creative Learning classes, workshops and projects which includes contacting parents/guardians if there are changes to sessions etc

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by our own interests or fundamental rights and freedoms. You have the right to object to any processing at any time. If you wish to do this please use the contact details at the end of this policy. Please bear in mind that this may affect our ability to carry out tasks that are for your benefit.

15. Your rights

15.1. How can you access the information we hold about you?

You have the right to know what personal information we hold about you, and request to receive a copy of that information. For information on how to request a copy, please see this page:

<https://www.aber.ac.uk/en/infocompliance/dp/request/>

Under the General Data Protection Regulations you have the following rights:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

Further details can be found here: <https://www.aber.ac.uk/en/infocompliance/policies/dp/data-subject-rights/> Depending on the circumstances, you may seek to exercise any of these rights by updating your information, or by sending a written request to the University's Data Protection Manager using the contact details listed below:

Dr Jonathan Davies
Data Protection Manager
Hugh Owen Library
Aberystwyth University
Penglais
Aberystwyth
Ceredigion
SY23 3DZ
infocompliance@aber.ac.uk

16. Contact Information

You are encouraged to report any improvements, suggestions, or any suspected breaches of privacy or security to us by using the contact information above or alternatively contact:

Rachel Scurlock
Marketing and Communications Manager
Aberystwyth Arts Centre
Aberystwyth University
Penglais
Aberystwyth
Ceredigion
SY23 3DE

artscentre-marketing@aber.ac.uk

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

17.Changes to this policy

Our privacy policy may change at any time, so you may wish to check it each time you visit our website. Any changes will apply from the time that they are posted to this page. If we make any significant changes in the way we treat your personal information we will make this clear on our website or by contacting you directly.

You can find out more about the University's policies on the main Aberystwyth University website www.aber.ac.uk including:

<https://www.aber.ac.uk/en/infocompliance/dp/>

- Data Protection Policy
- Corporate Web Site Cookie Policy
- Corporate Web Site Data Analysis
- Freedom of Information