

Privacy Policy - Stamford Arts Centre

We are committed to protecting your personal information and being transparent about what information we hold about you.

Using personal information allows us to develop a better understanding of our patrons and in turn provide you with relevant and timely information about the work that we do - both on and off stage.

The purpose of this policy is to give you a clear explanation about how we collect information about you and what we do with it.

We use your information in accordance with all applicable laws concerning the protection of personal information.

This policy explains:

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If you have any queries about how South Kesteven District Council uses personal data, please contact the Data Protection Officer at South Kesteven District Council.

Data Protection Officer, South Kesteven District Council, Council Offices, St Peter's Hill, Grantham, NG31 6PZ

Who we are

South Kesteven District Council trades as Stamford Arts Centre and Guildhall Arts Centre (as venues) and sells tickets as Stamford and Guildhall Box Office. Stamford and Guildhall Box Office sells tickets for events that take place in venues operated by South Kesteven District Council as well as for events that are organised and/or promoted by third parties. South Kesteven District Council operates various festivals throughout the district for which Stamford and Guildhall Box Office sells tickets.

We receive funding from Arts Council England (ACE) for being part of a National Portfolio Organisation. As part of this relationship we provide ACE with aggregate sales data.

We work with some partner organisations and may share limited amounts of personal information for reasons highlighted later in this policy:

- Stamford Shakespeare Company
- Lincolnshire One Venues
- Wildcats Theatre School

Information Collection

We collect various types of information and in a number of ways:

Information you give us

For example when you register on our website, buy tickets or merchandise, we'll store personal information you give us such as your name, email address, postal address, telephone number and card details. We will also store a record of your purchases and, if you choose to provide it, your date of birth by which we can see your age.

Information about your interactions with us

For example, when you visit our website, we collect information about how you interact with our content and ads. When we send you a mailing 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.

Information from third parties

We occasionally receive information about you from third parties. Stamford Shakespeare Company operates a friendship scheme for which they may send applicant's information to us for processing.

Sensitive personal data

We do not usually collect this type of information about our customers unless there is a clear reason for doing so. We may ask workshop participants for information to provide any health related issues that may need to provide extra consideration or adjustments.

Legal basis

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

Contract purposes

When you make a purchase from us 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 may also provide third party event organisers with information about you to make sure you are allowed to gain entry, sitting in the correct place or need to pick-up your tickets.

Legitimate business interests

In certain situations we collect and process your personal information 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. We describe below all situations where we may use this basis for processing.

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.

Marketing Communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what events you have booked for in the past, as well as any preferences you may have told us about.

We use our legitimate organisational interest as the legal basis for communications by post and email. In the case of postal mailings, you may object to receiving brochures and/or marketing messages and offers at any time using the contact details at the end of this policy. In the case of email, we will give you an opportunity to opt out of receiving them during your first purchase with us. If you do not opt-out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact details at the end of this policy.

We do not take part in telemarketing. We may, however, contact you via email or telephone if you have asked us to inform you about something specifically related to a future event, or a ticket/place becoming available.

Processing Activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.

We may analyse data we hold about you in order to identify and prevent fraud.⁴

In order to improve our website we may analyse information about how you use it and the content and adverts that you interact with.

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

Third parties

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

To the partners described above when it is necessary for them to be able to provide you with products or services that you've requested. For example, if you have purchased a Stamford Shakespeare Company's Friends of Stamford Shakespeare Company scheme.

To our own service providers who process data on our behalf and on our instructions (for example our ticketing system software provider). 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.

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).

To specific named visiting or partner companies whose performances or workshops you have attended. In these cases we will always ask for your explicit consent before doing so.

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function (for example to keep track of your basket) as well to provide website operators with information on how the site is being used.

We use cookies to keep track of your basket as well as to identify how the website is being used and what improvements we can make.

The cookies we use are:

Add this _atuvc, cw_id, loc, mus, na_id, na_tc, ouid, ssc, ssh, sshs, uid, uvc

This cookie is associated with the AddThis social sharing widget which is embedded in the website to enable visitors to share content with a range of networking and sharing platforms. It stores an updated page share count.

Google _utma, _utmb, _utmc, _utmc, _utmz

These cookies are set by the Google Analytics service which enables us to track visitor behaviour and measure site performance. This cookie lasts for 2 years by default and distinguishes between users and sessions. It is used to calculate new and returning visitor statistics. The cookie is updated every time data is sent to Google Analytics.

Twitter ads_prefs, auth_token, int, eu_cn, guest_id, kdt, netpu, personalization_id, remember_checked_on, syndication_guest_id, tfw_exp, twid, twitter_ads_id

These cookies are placed on the website's home page to allow the widget to collect data for Twitter on the widget's performance.

Facebook c_user, datr, dpr, fr, pl, sb, xs

These cookies are placed on the website's home page to allow the widget to collect data for Facebook on the widget's performance.

EuCookie

This cookie alerts the user to the fact that cookies are used on the site at the point of the first session. It resets after the browser disconnect from the website. It is part of the EU Cookie Law, a piece of privacy legislation that requires websites to get consent from visitors to store or retrieve any information on a computer, smartphone or tablet.

Your debit and credit card information

If you use your credit or debit card to purchase from us, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). You can find more information about this standard [here](#).

We optionally allow you to store your card details for use in a future transaction. This is carried out in compliance with PCI-DSS and in a way where none of our staff members are able to see your full card number. We never store your 3 or 4 digit security code.

Maintaining Your Personal Information

We store your personal information indefinitely such that for any subsequent purchases you make we are able to link them back to a single unique record that we hold for you on our system.

If there are aspects of your record that are inaccurate or that you would like to remove, you can usually do this by logging in to your account through our website. Alternatively please use the contact details at the end of this policy.

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.

Security of your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

Contact Information

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

Data Protection Officer
South Kesteven District Council
Council Offices
St Peter's Hill
Grantham
NG31 6PZ

If you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests please contact us:

Stamford Arts Centre
27 St Mary's Street, Stamford, PE9 2DL
Box Office 01780 763203

Guildhall Arts Centre
St Peter's Hill, Grantham, NG31 6PZ
Box Office 01476 406158

You can email Stamford and Guildhall Arts Centre directly at boxoffice@southkesteven.gov.uk.