

# PRIVACY POLICY

# LICHFIELD

# FESTIVAL



## PURPOSE OF OUR POLICY

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 to provide you with relevant and timely information about the work that we do. 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 we collect from you directly and from third parties. We use your information in accordance with all applicable laws concerning the protection of personal information.

### **This policy explains:**

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it for and your rights to be able to access it

If you have any queries about this policy, please contact the Lichfield Festival Office on 01543 306270 or email:[info@lichfieldfestival.org](mailto:info@lichfieldfestival.org).

## WHO WE ARE

Lichfield Festival Ltd. is a charity, established in 1982, with the aim to inspire creativity through performance and participation. Lichfield Festival is funded by a number of trusts, foundations and grant giving organisations, along with individual donors and supporters, the rest of our income comes from ticket sales and sponsorships. Our registered charity number in England and Wales is 512201 and we are also registered as a company in England and Wales under registration number 01592012.

## 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 for our Literature Festival or make a donation, we'll store

personal information you give us such as your name, email address, postal address and telephone number. We also store a record of your Literature Festival purchases and donations.

We never record telephone calls and we do not write down debit or credit card details when you book a ticket with us, these are entered directly into PayPal and not stored.

#### **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 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. For example, When purchasing tickets through the Garrick Theatre you may be asked if you are happy for them to share your information with Lichfield Festival. If you agree to this, your data will then be shared with us.

#### **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 patrons unless there is a clear reason for doing so. For example, we may ask for dietary requirements when taking bookings for events that involve catering or if you are a participant in one of our Aspire learning and participation projects, we may ask to collect personal information as part of the evaluation of a project, where relevant.

### **LEGAL BASIS**

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

#### **Contract purposes**

When you make a purchase 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. 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.

#### **Legitimate business 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. 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 these 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 unsubscribe in every email that we send you, or you can alternatively use the contact details at the end of this policy.

## OTHER 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.

In order to improve our website we may analyse information about how you use it and the content 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. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

## THIRD PARTIES

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

To our own service providers who process data on our behalf and on our instructions (for example our ticketing system software provider at Garrick Theatre). 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 companies whose performances 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 when booking for the Literature Festival as well as to identify how the website is being used and what improvements we can make.

## YOUR DEBIT AND CREDIT CARD INFORMATION

If you use your debit or credit card to make a payment for a Lichfield Festival or Lichfield Literature event your payment will be handled by our external ticketing providers.

For Lichfield Literature, PayPal is our external provider and their privacy policy can be accessed via: <https://www.paypal.com/en/webapps/mpp/ua/privacy-full>

For Lichfield Festival in summer, the Lichfield Garrick Theatre is our external provider and their privacy policy can be accessed via: <http://www.lichfieldgarrick.com/about-us/terms-conditions/>

Refunds for cancelled Lichfield Literature events will be processed by Festival Staff using the details stored by Pay Pal none of our staff members are able to see your full card number and your 3 or 4 digit security code is never stored.

## MAINTAINING YOUR PERSONAL INFORMATION

We store your personal information indefinitely such that for any subsequent bookings you make or additional information you provide we are able to link them back to a single record.

If there are aspects of your record that are inaccurate or that you would like to remove, please contact us at the Lichfield Festival Office via 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 DETAILS AND FURTHER INFORMATION

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

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