

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 – both on and off stage. As a charity, it also helps us to engage with potential donors and supporters.

This privacy policy is designed to give you a clear explanation about how we both collect and use your data.

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

This policy explains:

1. Who we are
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If you have any queries about this policy, please contact Macrobert Arts Centre or email: [boxoffice@macrobertartscentre.org](mailto:boxoffice@macrobertartscentre.org)

## 1.0 Who We Are

Macrobert Arts Centre is a charity, funded by Creative Scotland and the University of Stirling as well as various trusts, foundations and individual donors. Our charity number in Scotland is SC039546 and we are also registered as a company in Scotland under number SC337763.

## 2.0 Information we collect

### *Information you give us*

When you register on our website, book tickets or a workshop, make a donation, register for one of our mailing lists or provide personal data in any other form, we'll store the information you give us, such as your name, email address, postal address, delivery address, telephone number and credit or debit card details. Please see section 2.4 for an explanation of how we store and process credit or debit card information.

We will also store a full record of your purchase history including any donations made.

### *Information about your interactions with us*

When you visit our website, we collect information about how you interact with our content and adverts. When we send you a mailing (email or postal) we store a record of this, and in the case of emails we keep a history of which ones you have opened and which links you have clicked on.

We will also store a record of any correspondence from you.

### *Information from third parties*

We occasionally receive information about you from third parties.

For example;

- If you have been a competition winner through a third party e.g. Central FM.
- If you have purchased tickets for one of our events from other ticketing agent e.g. Ticketmaster, See tickets or a visiting company.
- Where we used a third party research companies to provide general information about you, which was compiled using publicly available data.

### *Sensitive personal data*

Data Protection law recognises that certain categories of personal information are more sensitive than others such as health information, ethnicity, religious belief and political opinion.

We do not usually collect this type of information, we only ask for this information to support individual needs and when there is a clear, specific reason for doing so. For example, we collect health information about participants in our programme of classes, courses and workshops in order to protect their wellbeing and assist them in an emergency.

## 2.1 Children, Young People or Vulnerable Persons

Macrobert Arts Centre's Equality and Diversity policy means we welcome all groups to our venue, including children, young people and vulnerable persons.

In certain circumstances we request personal information about children, young people or vulnerable persons.

The information that we collect and process is given by the parent or guardian of these persons and it is stored against an individual record for the child, young or vulnerable person.

The information that we collect and the reasons we collect it are as follows;

- **Name, Date of Birth and Gender:** For the purposes of identifying them and making appropriate facilities and provision available e.g. toilets, chaperones, etc.
- **School name & Class:** To measure how many children and schools take part in our activities and in which local authorities. To enable us to apply for performance licences from local authorities and for occasional permission to be out of school.
- **Dietary Requirements:** To plan appropriate catering/refreshment provision based on the participants' given preferences and needs.
- **Health & Medical Information:** To safeguard the participants' wellbeing when taking part in activity with us, so we are aware of any medical symptoms which may arise and how best to respond to them.
- **Emergency Contact Details:** To alert the participant's named guardians in an emergency.

This information is only made available to members of staff who have a legitimate need to view and process this information.

## 2.2 Marketing Communications

We aim to communicate with you about the work that we do in ways that are relevant, timely and considerate. To do this we use data that we have stored about you, such as which events you have booked for in the past, as well as any preferences that you may have told us about. You can control all of our communications with you at any time by adjusting the Contact Preferences in your account.

For postal mailings, you may opt out of these at any time using the contact details at the end of this policy. For email we will give you an opportunity to opt in during your first purchase with us and we will provide you with the option to opt out in every email that we subsequently send you. You can also use the contact details at the end of this policy to unsubscribe at any time.

## 2.3 Filming & Photography

For some events hosted at or by Macrobert Arts Centre we will arrange filming or photography. You will have the opportunity to object to being filmed or photographed during these events by informing a member of Macrobert staff and we will endeavour to exclude you. Advance notice will be given to customers in the form of signage around the venue/at the event. We sometimes use this footage or images to promote Macrobert Arts Centre, its events and activities in the following types of materials:

- Printed Live Guides, Cinema Guides, Annual Reviews and Event Posters & Flyers
- Digital communications e.g. on our website, Facebook, Twitter and Instagram channels
- Reports and evaluations of specific projects to key funders and supporters

## 2.4 Your debit and credit card information

If you use your credit or debit card to purchase from us or donate to us we will ensure that the transaction is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI DSS).

We offer you the option to store your card details for use in future transactions. This is carried out in compliance with PCI **DSS** and in a way that none of our staff members or operators are able to see/access your full card number. We never store your 3 or 4 digit security code.

You can find out more information about this standard [\[here\]](#)

## 2.5 Other Processing activities

In addition to marketing communications we process personal information in other ways that are within our legitimate organisational interests such as ;

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

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

To improve our website we may analyse information about how you use it and the content that you interact with.

We may use profiling techniques or third party insight companies to provide us with information that will help us to communicate in a relevant way with you, in particular if we are approaching you about potential philanthropic support.

In our processes, through the use of your personal information we will always keep your interests at the forefront so that your fundamental rights and freedoms are not overridden.

You have the right to withdraw your personal information from any or all of these processes at any time. To do this please use the contact details at the end of this policy or adjust the preferences in your account. Please bear in mind that limiting our use of your data will affect the number and efficacy of the services that we are able to provide you with.

## 2.6 Cookies & Log Files

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 as 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 to indicate possible improvements we might make. These are temporary cookies that are removed once the transaction has been completed or when you log out. It is not possible to purchase anything on our website without accepting these cookies.

We use log files to help us diagnose problems and for administration of our systems. We also use them to audit the geographical make-up of users and how they have arrived at our site i.e. to see the web sites our visitors arrived from. The information collected is as follows;

- Time and date of your visit
- Files that you have requested
- Your IP (internet protocol) address
- The referrer URL (if provided)
- Your Browser version

You can find more information about cookies [here](#).

### 3.0 Legal basis for data processing

There are three legal precedents 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/changes of a performance/screening, or in the case of problems with your payment.

#### **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.

#### **With your explicit consent**

For any situations where the two precedents above are not appropriate, we will ask for your explicit consent before using your personal information in that specific situation.

### 4.0 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). In these cases we require that these third parties comply strictly with our Information Security Policies through direct instruction and within data protection laws, for example around the security of personal data.

Where we are obliged by law to disclose your personal information in order to comply with a legal instruction (i.e. government bodies and law enforcement agencies).

To specific, named visiting companies whose performance(s) you have attended. In these cases we will always ask for your explicit consent before sharing your data with the named company.

## 5.0 Security of your personal information

We will put in place legal and appropriate safeguards in our procedures and in the technology we use, to keep your personal information secure. We will contract any third parties we use for processing your personal information do the same.

We will not transfer, process or store your data anywhere out with our computerised systems without giving all our customers notice of this.

## 6.0 Maintaining your personal information

For as long as you are a customer we will store your personal information within our computerised systems e.g. our ticketing software, in a way that for any future purchases you make we are able to link them back to a single unique record that we hold for you on our systems.

On a regular basis we will invite you to provide updates to your personal information, either at the time of making a purchase from us or at your next interaction with us.

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

Any preferences you express for the processing of your data will be stored as part of your record on our systems so that we can comply with your requests.

## 7.0 Your right to your personal information

You have the 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.

## 8.0 Contact details and further information

Please get in touch with us if; you have any questions about any aspect of this Privacy Policy; if you would like to change your preferences; or if you would like to object to any of the processing of your personal information that we carry out within our legitimate organisational interests.

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