

# Jermyn Street Theatre Privacy Notice

## 1. Introduction

This Privacy Notice explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we'll store and handle that data and keep it safe.

We hope the following sections will answer any questions you have but if not, please do get in touch with us.

It's likely that we'll need to update this Privacy Notice from time to time. We'll notify you of any significant changes, but you're welcome to come back and check it whenever you wish.

Jermyn Street Theatre is the data controller.

## 2. What is Jermyn Street Theatre?

Jermyn Street Theatre – which we'll refer to as 'JST' in this document – is the leading Off-West End Studio Theatre based on Jermyn Street, London, its employees and freelancers.

For simplicity throughout this notice, 'we' and 'us' means Jermyn Street Theatre.

## 3. The legal bases for collecting data

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

### Consent

In specific situations, we can collect and process your data with your consent.  
*For example, when you sign up to receive email newsletters.*

When collecting your personal data, we'll always make clear to you which data is necessary for your particular engagement with us.

### Contractual obligations

In certain circumstances, we need your personal data to comply with our contractual obligations.

*For example, if you book for a show with us, we'll collect some details to ensure it is you that is collecting your ticket.*

### Legal compliance

If the law requires us to, we may need to collect and process your data.

*For example, law enforcement could ask for certain details in relation to an investigation.*

## **Legitimate interest**

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests.

*For example, we may send you information about upcoming shows after you have made an initial booking with us.*

*We might also look at your booking patterns alongside other people's booking patterns to inform our marketing, ticketing and programming strategy.*

*We may also use your address details to send you information by post, telling you about offers, shows and opportunities that we think might interest you.*

## **4. Collecting your personal data**

- When booking tickets in person, by phone or online, or through third party retailers.
- When you create an account with us.
- When you engage with us on social media.
- When you join our Membership Scheme
- When you contact us by any means with queries, complaints etc.
- When you enter prize draws or competitions.
- When you book anything else with us. *For example a meal package, a workshop, an appointment to look at the theatre space.*
- When you choose to complete any surveys we send you.
- When you fill in any forms. *For example, if an accident happens in the venue, a staff member may collect your personal data.*
- When you've given a third - party permission to share with us the information they hold about you.
- When you use our venue which has CCTV systems operated for the security of both customers and staff. These systems may record your image during your visit.

## **5. What sort of data do we hold?**

- If you have a web account with us: your name, gender, date of birth, billing/delivery address, orders, email and telephone number.
- Details of your interactions with us, in person, by phone or online. *For example, we may collect notes from our conversations with you, details of any complaints or comments you make, details of purchases you made, voucher redemptions, web pages you visit and how and when you contact us.*
- Copies of documents you provide to prove your age or identity where the law requires this. (including your passport and driver's licence). This will include details of your full name, address, date of birth and facial image. If you provide a passport, the data will also include your place of birth, gender and nationality. We also need to keep copies of this documentation if you are working for JST.

- Details of your shows you have shown interest in. *For example, examining which types of shows you regularly book for.*
- Details of your visits to our websites, and which site you came from to ours.
- Information gathered by the use of cookies in your web browser.
- Your comments and interactions with us on social media.
- Your image may be recorded on CCTV when you visit us.
- To deliver the best possible web experience, we collect technical information about your internet connection and browser as well as the country and telephone code where your computer is located, the web pages viewed during your visit, the advertisements you clicked on, and any search terms you entered.
- Your social media username, if you interact with us through those channels, to help us respond to your comments, questions or feedback.

## 6. Why do we use your personal data?

To inform our artistic and business decisions we look at the data we hold for our customers. The data privacy law allows this as part of our legitimate interest in understanding our customers and providing high levels of service.

Of course, if you wish to change how we use your data, you'll find details in the **'What are my rights?'** section below.

Remember, if you choose not to share your personal data with us, or refuse certain contact permissions, we might not be able to provide some services you've asked for.

*For example, if you've asked us to let you know when tickets become available for a sold-out show, we can't do that if you've withdrawn your general consent to hear from us.*

### Here's how we'll use your personal data and why:

- To process any orders that you make by using our websites, by phone or in person. If we don't collect your personal data during checkout, we won't be able to process your order and comply with our legal obligations.

*For example, your details may be needed to identify you when you are collecting your tickets and we may keep your details for a reasonable period afterwards in order to fulfil any contractual obligations such as refunds, guarantees and so on.*

- To respond to your queries, refund requests and complaints. Handling the information you sent enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience.

- To protect our business and your account from fraud and other illegal activities. This includes using your personal data to maintain, update and safeguard your account. We'll also monitor your browsing activity with us to quickly identify and resolve any problems and protect the integrity of our websites. We'll do all of this as part of our legitimate interest. For example, by checking your password when you login and using automated monitoring of IP addresses to identify possible fraudulent logins from unexpected locations.
- To protect our customers, premises, assets and staff from crime, we operate CCTV systems in our venue which record images for security. We do this on the basis of our legitimate business interests.
- If we discover any criminal activity or alleged criminal activity through our use of CCTV, fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. We aim to protect the individuals we interact with from criminal activities.
- With your consent, we will use your personal data, preferences and details of your transactions to keep you informed by **email, web, text and telephone** about relevant products and services including tailored special offers, discounts, promotions, events, competitions and so on. Of course, you are free to opt out of hearing from us by any of these channels at any time.
- To send you relevant, communications **by post** in relation to updates, offers, services and products. We'll do this on the basis of our legitimate business interest. You are free to opt out of hearing from us by post at any time.
- To send you communications required by law or which are necessary to inform you about our changes to the services we provide you.

*For example, to inform you about a change or cancellation to a performance, updates to this Privacy Notice, and legally required information relating to your orders.*

These service messages will not include any promotional content and do not require prior consent when sent by email or text message. If we do not use your personal data for these purposes, we would be unable to comply with our legal obligations.

- To administer any prize draws or competitions which you enter, based on your consent given at the time of entering.
- To develop, test and improve the systems, services and products we provide to you. We'll do this on the basis of our legitimate business interests.
- To comply with our contractual or legal obligations to share data with law enforcement.

*For example, when a court order is submitted to share data with law enforcement agencies or a court of law.*

- To send you survey and feedback requests to help improve our services. These messages will not include any promotional content and do not require prior consent when sent by email or text message. We have a legitimate interest to do so as this helps make our products or services more relevant to you. Of course, you are free to opt out of receiving these requests from us at any time by updating your preferences in your online account
- To build a rich picture of who you are and what you like, and to inform our business decisions, we'll combine data captured by us, third parties and data from publicly-available lists as we have described in the section What Sort of Personal Data do we collect? We'll do this on the basis of our legitimate business interest.

*For example, by combining this data, we could personalise your experience and decide which content to share with you. We also use anonymised data from customer purchase histories to identify trends and booking patterns.*

## **7. Direct marketing**

Currently we don't use your data for personalised direct marketing. We sometime test which marketing methods work best (known as AB testing) this usually comprises two emails being sent out to our mailing list to about 50% of the overall number. After a set period of time the rest of the mailing list receive the mailing that was most popular. On-sale emails are never AB tested to ensure everyone receives information at the same time.

In the future we might expand the remit of how we look at data – but this would only be in general terms and always anonymised.

*For example – we might look at post codes of bookers to see where our audience come from or look at the number of shows in a 12- month period the 'average' audience member attends.*

## **8. Protecting your personal data**

We know how much data security matters to all our customers. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it.

All transactional processes are handled by our ticketing system provider Ticketmaster.

Access to your personal data is password-protected, and we don't have access to your financial information as this is handled by Ticketmaster.

We monitor our system for possible vulnerabilities and attacks, and we identify ways to further strengthen security.

## 9. How long will we keep your personal data?

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis and business planning.

### ***Some examples of customer data retention periods:***

***Active accounts*** *If your account is active we will keep your data securely and add any further bookings to your account. Occasionally we may clean up our database and merge duplicate accounts created in error. We will keep your data for a minimum of five years.*

***Inactive accounts*** *If you've not used your account for more than five years, it will be flagged as inactive and we'll contact you to ask whether you want to keep it open. Unless you reply to say 'yes', we'll close the account and delete or anonymise the personal data associated with it.*

***Mailing lists*** *If you are on our mailing list, there is an unsubscribe button on each communication. This will unsubscribe you from all future mailings. Periodically we will assess our mailing list and remove addresses that are no longer in use or haven't engaged with any communications we have sent.*

## 10. Sharing your data

On rare occasions we share your personal data with third parties.

*For example, restaurants where you have booked a dinner and show package.*

We will never share your data with a third party for direct marketing purposes without your explicit consent.

### **Here's the policy we apply to those organisations to keep your data safe and protect your privacy:**

- We provide only the information they need to perform their specific services.
- They may only use your data for the exact purposes we specify in our contract with them.
- We work closely with them to ensure that your privacy is respected and protected at all times.
- If we stop using their services, any of your data held by them will either be deleted or rendered anonymous.

### **Examples of the kind of third parties we work with are:**

- IT companies who support our website and other business systems.

- Operational companies such as delivery couriers.
- Direct marketing companies who help us manage our electronic communications with you.
- Google/Facebook to show you products that might interest you while you're browsing the internet. This is based on either your marketing consent or your acceptance of cookies on our websites.
- Data insight companies to ensure your details are up to date and accurate.

**Sharing your data with third parties for their own purposes:**

We will only do this in very specific circumstances, for example:

With your consent, given at the time you supply your personal data, we may pass that data to a third party for their direct marketing purposes.

*For example, if you enter a competition to win tickets to JST and dinner at a restaurant, and tick a box agreeing that the restaurant can send you promotional information directly. Or if we run a joint event with a restaurant, and you agree to receive direct communications from them.*

For fraud management, we may share information about fraudulent or potentially fraudulent activity in our premises or systems. This may include sharing data about individuals with law enforcement bodies.

We may also be required to disclose your personal data to the police or other enforcement, regulatory or Government body, in your country of origin or elsewhere, upon a valid request to do so. These requests are assessed on a case-by-case basis and take the privacy of our customers into consideration. For further information please contact our Data Protection Officer.

To help personalise your experience with us we currently use the following companies who will process your personal data as part of their contracts with us:

- Google
- Twitter
- Yahoo
- Pinterest
- Instagram
- YouTube
- Facebook
- Mail Chimp
- Ticketmaster

## 11. Your rights

### An overview of your different rights

- You have the right to request:
- Access to the personal data we hold about you, free of charge in most cases.
- The correction of your personal data when incorrect, out of date or incomplete.
- That we stop using your personal data for direct marketing (either through specific channels, or all channels).
- That we stop any consent-based processing of your personal data after you withdraw that consent.
- Review by a staff member of any decision made based solely on automatic processing of your data (i.e. where no human has yet reviewed the outcome and criteria for the decision).

You can contact us to request to exercise these rights at any time as follows:

**To ask for your information please write to Data Protection Enquires, Jermyn Street Theatre, 16b Jermyn Street, London, SW1Y 6ST or email [info@jermynstreettheatre.co.uk](mailto:info@jermynstreettheatre.co.uk)**

**To ask for your information to be amended please contact our Box Office team.**

If we choose not to action your request we will explain to you the reasons for our refusal.

### Your right to withdraw consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

### Where we rely on our legitimate interest

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

### Direct marketing

You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. We must always comply with your request.

### Checking your identity

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice.

If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

## 12. How can you stop the use of your personal data for direct marketing?–

There are several ways you can stop direct marketing communications from us:

- Click the **'unsubscribe' link** in any email communication that we send you. We will then stop any further marketing emails.
- Write to **Data Protection Enquires, Jermyn Street Theatre, 16b Jermyn Street, London, SW1Y 6ST**

Please note that you may continue to receive communications for a short period after changing your preferences while our systems are fully updated.

### **13. The Regulator**

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. You can contact them by calling **0303 123 1113**.

Or go online to [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) (opens in a new window; please note we can't be responsible for the content of external websites)

### **14. Further information**

We hope this Privacy Notice has been helpful in setting out the way we handle your personal data and your rights to control it.

If you have any questions that haven't been covered, please contact us:

- Email us: [\*\*info@jermynstreettheatre.co.uk\*\*](mailto:info@jermynstreettheatre.co.uk)
- Or write to us at:  
**Data Protection Enquiries**  
**Jermyn Street Theatre**  
**16b Jermyn Street London SW1Y 6ST**