

PRIVACY POLICY

Jumped Up Theatre is committed to protecting the privacy of those who use our services and to being transparent about what data we hold on you.

The purpose of this policy is to give you a clear understanding of how we collect your personal information, how we use it and how we keep it secure. We are the data controller for your personal information, and we will ensure it is stored in accordance with the Data Protection Act (1998) and Electronic Communications Regulations (2003) and the EU General Data Protection Regulation (EU2016/679)

This policy was last updated on 8 June 2018.

WHO WE ARE

Jumped Up Theatre is a arts organisation based in Peterborough. Our purpose is to curate and produce theatre and arts events, especially ones that reach audiences who are new to theatre, and to support artists to produce work which connects with those audiences.

We want to maintain the trust and confidence of everyone we work with, from audience to stakeholders. Any information you provide us helps to deliver a service which is of benefit those we work with.

We only collect the information that's necessary to carry out our business or to deliver our charitable objectives, provide the particular service you've requested and to keep you informed.

Jumped Up Theatre is a charity and company limited by guarantee, registered in England and Wales at 29 All Saints Road, Peterborough PE1 2QT.

Company number 04228305, registered charity number 1088593

OUR CONTACT DETAILS

You can contact us about the data we hold about you by:

Email: talk@jumpeduptheatre.co.uk

Post: The Key Theatre, Embankment Road, Peterborough PE1 1EF

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HOW WE COLLECT INFORMATION FROM YOU:

We collect personal information when:

1. You use external ticket agents. We currently use two external box-offices to sell tickets, Vivacity's Key Theatre and Eastern Angles Theatre Company in Ipswich. Please contact them concerning their privacy policies.
2. You book directly with us. When we use Eventbrite as a box-office we collect the information necessary for you to book, and for us to contact you in case there is a problem with your booking. We do not use this information for follow-up marketing unless you have specifically given us permission to do so. We may use the information for evaluation purposes but in those case the data would be anonymised before passing it on to an evaluator who is also compliant in the legislation described above.
3. When you sign up at one of our events: There is the opportunity to sign-up to our email subscriber list at all our events. This information is recorded on cards and stored for reference. This information is then transferred to a secure database (Mailchimp), recording at which event or in connection with which project you signed up, and ensuring that you will only be sent information which we believe will be of interest to you.
4. You subscribe online. You can also subscribe directly to our database via our website. This process will record when you signed up.
5. You contact us by email, by telephone, by post, or in person to:
 - Book or reserve tickets.
 - Sign up for an event, project or workshop.
 - Sign up to the mailing list to receive newsletters,
 - Update your communication preferences.
 - Share access requirements
 - Share dietary requirements for workshops, projects or events.
 - Enter a competition
 - Respond to a call-out for a commission or partnership opportunity.
 - Invite us to an event, to be part of a consultation or update our contact details.
 - Give feedback

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6. Contact us by post to:

- Take part in a project or workshop
- RSVP to an event
- Give feedback

7. When you visit our website though your IP address given to us by your browser.

8. The sharing of business cards.

9. Via publicly available information such as:

- Google
- Official company / organisation websites
- Companies House
- Charities Commission
- Donor Boards
- Information in published articles.

WHAT INFORMATION WE COLLECT

We only collect the information that's necessary to carry out our business or to deliver our charitable objectives, provide the particular service you've requested and to keep you informed.

There are occasions where you can choose to not provide us with information we require, but this may impact our ability to provide the service you are requesting.

The type of information we may collect is outlined below.

If you are attending an event:

- Prefix and full name
- Email address
- Delivery address
- Organisation (if you are booking tickets on behalf of a group)
- Contact preferences
- Access requirements - we only have this information if you chose to give it to us so we can support your visit. E.g. a preference for an aisle seat or a seat near a BSL interpreter.

If you are a member or supporter, or attending an event, project or workshop, we may require additional information such as:

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- Dietary requirements
- Emergency contact name, phone number and address
- Permission for photography or filming
- Job title
- Name of college/university
- Course information
- Details of any prior experience relating to the project or workshop
- Equal opportunities forms
- Publicly available information about you

This is not an exhaustive list and we may retain different types of information for different individuals based on what is necessary to deliver the service we are providing to a high standard.

We keep a record of your relationship with us:

We keep a record of how we collected your information.

If you visit our website:

We may collect an automatically populated IP address when you use our website or email service. This public IP address is a unique number which allows a computer, group of computers or other internet connected device to browse the internet. The log file records the time and date of your visit, the pages that were requested, the referring website (if provided) and your internet browser. This information is collected to help diagnose and manage the website, to audit the geographical make-up of users, and to establish how they have arrived at the website.

Ticket agents and third parties

If you book tickets to a Jumped Up Theatre or Platform8 show through a ticket agent, they will obtain your full name, in order to process your booking.

Third party organisations should not pass on your data to us without your knowledge and only if it is required in the performance of a contract. You should check their Privacy Policy when you provide your information to understand fully how they will process and safeguard your data.

Social media

Depending on your settings or the privacy policies for social media services like Facebook, Instagram or Twitter, you may give us permission to access information from those accounts or services, such as your online behaviour. The majority of this behaviour is anonymised. For more information on how to control your privacy settings for these services, go to the following links:

Facebook - [Privacy Policy](#)

Instagram - [Privacy Policy](#)

Twitter - [Privacy Policy](#)

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Why We Collect Information And How We Use It

The main reason we collect information is to provide the service(s) you have requested from us.

We also use your information to contact you for feedback, to ensure we are providing the best possible service and, based on how we collected your information news and upcoming events.

We will only contact you by email about non-contractual information where we have your consent to do so.

We collect personal information in order to:

1. Provide a service or carry out a contract with you:

- To fulfil ticket, merchandise, donation and access requests
- To process payments
- To alert you to priority booking periods or invite you to events.
- Contact you with important information relating to your booking or purchase, such as cancellations
- Provide the best possible customer service such as: confirming your order, reminding you of an upcoming booking, seeking feedback or letting you know of any show or venue changes that affect your visit.

2. Where we have your consent to:

- Send you updates via email about what's on, ticket or membership offers and news about our organisation, and partner organisations who are offering special deals for Jumped Up Theatre supporters.
- Email you about our fundraising activities and ways that you can support Jumped Up Theatre, including volunteering.

You can amend your preferences at any time by contacting us via links on our correspondence.

3. Where we have a legal obligation to:

- Detect and reduce fraud and credit risk.
- If required by our safeguarding policy.

4. Where we have legitimate interest to:

- Learn about your interests and preferences so that we can contact you with information that is relevant to you

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- Help us target our marketing and development communications and adverts so that they're more relevant to you
- Send relevant invitations to events, press nights or other fundraising opportunities via post or phone if we believe this would be of interest
- Use your pseudonymised details to show you advertising on social media platforms such as Facebook and Instagram or on other websites you use (the information shared with these platforms is pseudonymised to protect your personal data).
- Classify our audience into groups or segments, using booking and publicly available information (these segments help us to understand our audience better and ensure we're sending relevant messages).
- Measure and understand how our audiences respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective.
- Undertake audience research (such as surveys) to analyse and continually improve the services we offer including our live programme, website and our other products.
- Ensure we are maximising our ticket sales wherever possible
- Enable us to fundraise effectively because we are a charity, including reporting to our funders to demonstrate we are using public and charity funding appropriately.

More information about our fundraising activities:

We are a registered charity and we rely on charitable support to achieve our purpose to inspire people to take creative risks to shape the future, and to create opportunities for people of all ages and backgrounds to access our shows and projects.

We are committed to fundraising best practice and abide by the Fundraising Regulator's key principles and behaviours of a fundraising organisation: to be legal, open, honest and respectful. We undertake to comply with relevant law and regulations, including the Proceeds of Crime Act, Data Protection, Tax and Gift Aid legislation and Charity Commission guidance.

We undertake research on our data and through publicly available information in order to ensure that we can present people with appropriate information and opportunities to learn more, and potentially support Jumped Up Theatre in a number of ways:

Our Current Audiences

If you are a Jumped Up Theatre or Platform8 member or supporter, or have chosen (or have previously chosen) to make a donation, we may ask for your consent to email you about specific fundraising email communications.

We aim to ensure our communications are personal, relevant and timely, and designed to provide the most rewarding engagement with our work.

We will not email you with a fundraising ask without your consent.

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Companies, Trusts and Foundations

We may use research from a number of different publicly available sources to identify potential companies, trusts and foundations who may aid us in our fundraising activities. This may include official websites of companies, charities and other arts organisations. In addition to this research we also make use of company, director and shareholder information from publicly available, officially registered information providers, such as trustfundraising.org, LinkedIn and 192.com.

If we have identified a specific company or trust and foundation through this research that we believe may be interested in supporting our work, we may contact the people specifically connected to these bodies via publicly available contact information, such as a relevant work email address. If we identify an individual, we may contact them via phone or by post. As a charity, we believe that this is in the legitimate interest of our fundraising needs. We will always ensure we conduct an appropriate legitimate interest assessment to ensure that we are not infringing on your rights.

Your Rights

You have the right to ask us to change or to stop how we use your personal information at any time, including for marketing purposes.

To do this, you can contact us by phone, email or post using the contact details set out above. Or if contacted through a mailing list you can use the unsubscribe button.

Every email we send to you will include details on how to change your contact preferences or unsubscribe from future communications.

You can request full details of personal information we hold about you under the Data Protection Act 1998 or, after 25 May 2018, The General Data Protection Regulation, by contacting us. Please send a description of the information you would like to see, together with proof of your identity to data@bac.org.uk

You also have the right to get information held about you by us corrected. If you have any concern about the accuracy of your personal data or if you would like us to remove the personal information we hold about you, please contact us using the contact details set out above.

You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office – www.ico.org.uk

If you are under 18, please ensure you obtain your parent/guardian's consent before you provide personal information to the website. If you don't have that consent, you must not provide personal information to us.

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How We Protect Your Data

We're committed to protecting your personal information. We adopt robust and appropriate technologies and policies to protect it from unauthorised access and improper use.

The personal information you provide may be transferred to countries outside the European Economic Area (EEA). By way of example, this may happen if any of the computer servers used to host the website are located in a country outside of the EEA. If we transfer your personal information outside of the EEA in this way, we will take steps to ensure that your privacy rights continue to be protected as outlined in this policy.

Battersea Arts Centre may transfer your data to the USA to organisations such as Facebook, Google or Dotmailer. The USA has weaker data protection laws than that of the EEA and therefore we will ensure that only organisations who are a part of the EU privacy shield initiative will handle your personal information. More details on this certification can be found at www.privacyshield.gov/welcome

We will keep your information only for as long as is reasonably necessary for the purposes set out in this privacy notice and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose, for example if purchasing a ticket only, we will typically keep your data for up to ten years from the date of your last point of engagement whereas if you have become a member or supporter, we will hold your details indefinitely.

If you ask us to stop sending direct marketing communications to you, we will retain the minimum amount of information required to ensure we adhere to such requests.

Who we share information with

Jumped Up Theatre will never share, sell or trade your personal information to any third parties for marketing purposes without your prior consent.

We will ask for your consent to share personal information with artists and theatre companies whose shows you have booked for via one of our projects.

We may share name and address information with suppliers fulfilling mailings for Jumped Up Theatre. We make sure anyone who provides a service for us enters into an agreement with us and meets our standards for data security.

We use a number of data processors to help us provide the services you request. These organisations are obligated to act on our instruction in relation to their use of your personal data and do not have any control over your data in their own right. We ensure anyone who provides a service for Jumped Up Theatre enters into an agreement with us and meets our standards for data security. They will not use your data for anything other than the service that they are providing.

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Jumped Up Theatre is not responsible for the privacy notices and practices of other websites even if accessed using links from our website. We recommend that you check the policy of each website you visit and contact its owner or the Data team if you have concerns or questions. While we take all possible precautions, no data transmission over the internet is 100% secure and we cannot guarantee the security of any information you disclose to us and so wish to draw your attention to the fact that you do so at your own risk.

Updates to this Policy

This policy may be updated to take into account changes we have made, or to reflect changes to regulation or legislation. Please check back from time to time. We may also inform you of any changes where we hold an appropriate email address for you.

Further information on data protection regulations and laws:

[Data Protection](#) information by the Information Commissioner's Office (ICO)

[Fundraising Regulator](#) - code of fundraising practice