

Privacy Policy

The Point and The Berry Theatre is dedicated to protecting the privacy of those that use our services. The Point and The Berry Theatre are the data controller for your personal data and will ensure it is used and stored in accordance with the Data Protection Act 1998, the Privacy and Electronic Communications Regulations (2003) and as of the 25th May 2018, the EU General Data Protection Regulations (EU 2016/697).

Our Privacy Policy is set out below. Please read this with care as it describes how we will collect and process your data. This policy may change from time to time so please check it periodically.

Who We Are

The Point in Eastleigh and The Berry Theatre in Hedge End are owned and operated by Eastleigh Borough Council. The Point is an artist development centre, theatre and studio for contemporary dance performance and The Berry Theatre programmes and receives family theatre work, comedy and music events. Both theatres screen films and run comprehensive outreach and educational programmes. The Point is also an Arts Council England National Portfolio Organisation.

As an organisation we also run the annual Eastleigh Film Festival, free Eastleigh Unwrapped family festival and European Aerial Dance Festival.

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The Personal Data We May Collect

When you engage with The Point and The Berry Theatre as an audience member, donor or participant, we collect your information. To help us deliver the services you request, we will keep information which identifies you, such personal information could include: your name, address, phone number, email address, booking history, donation activity, IP (internet

protocol) address, gender, date of birth, job information, contact preferences and access requirements. These interactions may occur online, in person or over the phone.

We may also keep sensitive information such as card payment details – please note we do not save these details and only retain the last four digits of your card in our ticketing system.

How & Why We Collect & Process Your Personal Information

We only collect data that is necessary to our business. We collect and process your information to carry out our business, provide a service and/or carry out a contract for you, when we have your consent, where we have legitimate interest and/or when we have a legal obligation to do so.

We do this in the following ways, when you:

- Book tickets, merchandise, membership or make a donation
- Visit our websites: thepointeastleigh.gov.uk, theberrytheatre.co.uk, eadf.co.uk , eastleighfilmfestival.co.uk , eastleighunwrapped.com
- Sign up to our mailing list
- Participate in a workshop or project
- Attend a fundraising event or take a complimentary ticket to a performance or event
- Give us your access requirements
- Register for our youth theatre or drama club or dance class
- Register for the European Aerial Dance Festival (EADF)
- Sign up to use our Wi-Fi
- When you use customer support through social media and engage with us via social media. We also collect and track anonymised data on our social media audiences to better understand the people who engage with us online
- Enter competitions
- We also collect data via publicly available information such as: Google, Companies House, publically available social media sites for example LinkedIn

This is not an exhaustive list and we may retain different types of information for different individuals based on the service we are providing.

How We Use & Process Your Data

- To fulfil ticket, merchandise, donation and membership bookings and requests
- Via email for marketing and fundraising campaigns, with your consent
- Via post for marketing and fundraising campaigns
- To contact you about important information about your booking
- Participants data used on class registers/emergency contact sheets
- For research and statistical analysis
- For participants of EADF your data will be passed onto our associated partner Gravity and Levity

- We use Spektrix Ltd to process our Box Office ticketing system, and to report on your order history, donation history, membership status, and to show trends in sales patterns. https://www.spektrix.com/static/privacy/?_ga=2.178019109.1434777244.1526288648-1855060123.1511777155
- We use Dot Mailer to send email newsletters and keep in touch via email. We include an opt out in all email communications from us, please click the 'unsubscribe' link at the foot of the email at any time. <https://www.dotmailer.com/terms/privacy-policy/> We use Audience Agency, an independent audience insight agency service. <https://www.theaudienceagency.org/>
- We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve any emails we send out.
- We use CCTV recording equipment in and around our venues for monitoring and security purposes
- To detect and reduce fraud and credit risk

We may use other similar services provided by other parties, but which do not adversely affect your rights on the terms of this notice.

Fundraising

We use Personal Data you give us when you purchase a ticket, membership, merchandise, make a donation, join our mailing list or participate in a class or event to carry out fundraising activity.

If you make a donation or become a sponsor we may ask if you would like your name to be credited in publicity materials and donor attribution boards displayed in public areas The Point or The Berry Theatre.

We may conduct further research or use profiling or wealth screening techniques to ensure communications are relevant and timely and to provide an improved experience for our supporters. Profiling also allows us to target our resources effectively. We do this because it allows us to raise more funds, sooner, and more cost-effectively than we otherwise would.

When building a profile we may analyse geographic, demographic and other information relating to you in order to understand your interests and preferences. In doing this we may use third party sources. We build a profile using the information you have given us and publicly available information. Data gathered from this research is stored as Personal and Special Category Data.

The Information We Collect Through Your Use of our Website

We collect information or data about you when you visit thepointeastleigh.gov.uk, theberrytheatre.co.uk or browse our website anonymously. This includes:

- Your IP address, and details of which version of web browser you used

- Information on how you use the site, using cookies and page tagging techniques to help us improve the website
- Details to allow you to access our services, for example an email address (you'll always be told when this information is being collected, and it will only be used for the purpose you provide it for)

This helps us to:

- Respond to any feedback you send us, if you have asked us to
- Improve the site by monitoring how you use it
- To provide insight to enable us to deliver our business

Social Media and Digital Platforms

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 behaviour on these services and across our site.

The Point and The Berry Theatre is not responsible for the privacy notices and practices of other websites even if accessed using links from thepointeastleigh.co.uk, theberrytheatre.co.uk, eadf.co.uk, eastleighunwrapped.com, eastleighfilmfestival.co.uk. We recommend that you check the policy of each website you visit and contact its owner or if you have any concerns or questions.

We may use other similar services provided by other parties, but which do not adversely affect your rights on the terms of this notice.

Transmitting information over the internet is generally not completely secure, and The Point and The Berry Theatre cannot guarantee the security of your data.

Website Cookies

Our website uses something called cookies. A cookie is a small text file of letters and numbers that gets put onto your computer or device when you visit a website. This allows the site to distinguish you from other users.

A cookie isn't a computer program it can't read files on your computer or device, or carry viruses and it can't install malware. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org.

When and Why We May Share Your Personal Information To Other Organisations

The Point and The Berry Theatre will never sell, rent or trade your personal data with any third parties. We will only share your data with third parties with your consent. We will ask

for your consent to share personal information with organisations we have co-produced work with, that you may have seen in our theatre or at another venue. These requests will be specific to the individual organisation so that your consent decision is informed. We use a number of data processors in order 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 make sure anyone who provides a service for The Point or The Berry 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 clearly defined purpose relating to the service that they are providing.

Keeping Your Data Secure

We store your personal data securely using suitable physical, electronic and managerial procedures to safeguard and secure customer data and personal information. We will ensure that any third parties we use for processing your personal data do the same. We limit internal access to your personal data to only those who require it, and provide all our staff with Data Protection and Information Security training. We ensure that high standards of security and protection are met by abiding by our Data Protection Policies and Procedures, and these are governed by the Senior Management Team and the Board of Trustees.

All our staff are required to protect your information, and inform you of how your information will be used. This includes, in most circumstances, allowing you to decide if and how your information can be shared. Everyone working for The Point and The Berry Theatre is subject to the duty of confidentiality. Information provided in confidence will only be used for the purposes advised and consented to by the service user, unless it is required or permitted by the law.

We will only retain information for as long as necessary. We are bound by law to retain certain financial records, and these circumstances override our other retention periods. We will run an annual review of our ticketing system to ensure we are only using active data. We will ask you to check and update your contact preferences periodically so that we know our database is up to date. You can withdraw your consent, or make changes to your contact preferences at any time.

We make every effort to keep your personal data secure, accurate and up-to-date. If you become aware of errors or inaccuracies or for more information on the data we may hold, please email boxoffice@eastleigh.gov.uk or call 023 8065 2333.

Access To Your Information, Your Rights & Choices

You have the right to see the information that The Point and The Berry Theatre holds about you, and why we hold it. You also have the right to rectify any inaccurate information we hold about you. Requests must be made in writing (not verbally). There is no fee for Subject Access Requests. You will need to provide:

- Full name, address, email address, phone number, customer ID, so that your identity can be verified against our records and your information located
- Copy of Photographic ID
- An indication of what information you are requesting to enable us to locate this in an efficient manner

A request for information must be made to the appropriate person: Janice Munday, The Point and The Berry Theatre, Leigh Road, Eastleigh SO50 9DE - boxoffice@eastleigh.gov.uk

If you have an online account with The Point and The Berry Theatre, you can amend your personal details and contact preferences at any time by visiting our websites thepointeastleigh.co.uk, theberrytheatre.co.uk and logging into your account or using the contacts details at the end of this notice. Every email we send you will include details on how to change your communications preferences or unsubscribe from future communications.

You have the right to complain to the Information Commissioner's Office if we have not been able to satisfactorily resolve a problem about the handling of your personal information www.ico.org.uk

Further information on data protection regulations and laws can be found here: Data Protection <https://ico.org.uk/for-the-public>

Fundraising regulator: <https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice/>

The Point and The Berry Theatre has two venues. Our offices are based at The Point, Eastleigh please address all written correspondence to the following address:

How To Contact Us

The Point and The Berry Theatre
Leigh Road
Eastleigh
Hampshire
SO50 9DE

Email: boxoffice@eastleigh.gov.uk

You can change your contact preferences at any time by contacting the box office boxoffice@eastleigh.gov.uk, 023 8065 2333 or visit thepointeastleigh.co.uk theberrytheatre.co.uk

