



## PRIVACY POLICY

Mala CHERGA Theatre is committed to protecting your privacy and your personal information, and being transparent about what information we hold about you and what we do with it.

This Privacy Policy ("Privacy Policy") is designed to help you understand what information we gather, how we use it, what we do to protect it, and to assist you in making informed decisions when using our services. Unless otherwise indicated below, this Privacy Policy applies to any website that references this Privacy Policy, any Company website, as well as any data the Company may collect from you directly and across partnered and unaffiliated sites. The terms "we," "us," and "our" refer to the Company. "You" refers to you, as a user of Services.

### I. INTRODUCTION

This privacy policy replaces the Personal Data section of the Terms & Conditions (found on our website) relating to our collection and use of personal data; it has been updated in accordance with the General Data Protection Regulation EU 2016/679 (GDPR), and the Privacy and Electronic Communications Regulations 2003 (PECR), both as amended.

This policy was last updated 23 May 2018.

We collect personal data from you when you interact with us. This is collected, stored and used in different ways depending on the data and our interaction. Some of the data we request from you is optional and you can decide not to give it to us - we will let you know this when we request it.

**We ensure that all of our activities that involve your personal data are carried out lawfully, fairly and in a transparent manner.**

This policy explains:

- What information we collect and how we collect it
- Why we collect data and what we do with it
- Your options in regards to the information that you give us
- Where we keep your data and whether we disclose your details to anyone else
- Your rights regarding the data we hold about you

### **How to contact us**

If you have any further questions about this policy or any of our data processing activities, or if you would like to amend, update or have your data removed from our systems, please contact us.

Via telephone 07957384591 (Reception)

Via post: Administrator (RE: data protection)

Mala CHERGA Theatre  
38 Armitage House  
1-5 Lisson Grove  
London, NW1 6SU

Via email: [creativedance@hotmail.co.uk](mailto:creativedance@hotmail.co.uk)

Please note "Data Protection" in the subject line to direct your email. This policy is under regular review so may change at any time. We will notify you about significant changes by sending a notice to the primary email address you have provided to us, and/or by placing a prominent notice on our

website(s). By continuing to use our services you will be deemed to have seen and understood such changes.

### **Who we are**

Mala CHERGA Theatre (Little Carriage Theatre) is a dance, movement and physical theatre company that incorporates different art forms and collaborates with artists from different disciplines to create work which inspires, evokes, stirs and creates sense of wonder. The company is concerned with combining different art forms and practices to communicate ideas and experiences on many different levels whilst challenging our imagination, accepted norms and/or existing forms of theatre.

The company is committed to delivering a high quality education and community programme bringing opportunities to children, young people and adults of different backgrounds, abilities and ages to enjoy, communicate and express themselves through fun, healthy and creative physical activities in variety of settings. We place an important value on our outreach work and on developing new audiences for contemporary dance, physical theatre and Yoga practice through delivering workshops, classes and projects.

Mala CHERGA Theatre is a not-for-profit company limited by guarantee (7029393)

## **II. CONSENT**

By accessing our services, you accept our Privacy Policy and Terms of Use, and you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy. In addition, by using our service, or services across partnered and unaffiliated sites, you are accepting the policies and practices described in this Privacy Policy. Each time you visit our website, or use the service, and any time you voluntarily provide us with information, you agree that you are consenting to our collection, use and disclosure of the information that you provide, and you are consenting to receive emails or otherwise be contacted, as described in this Privacy Policy. Whether or not you register or create any kind of account with us, this Privacy Policy applies to all users of the website and the service.

## **III. INFORMATION WE COLLECT**

We may collect both “Non-Personal Information” and “Personal Information” about you. “Non-Personal Information” includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. “Personal Information” includes information that can be used to personally identify you, such as your name, address and email address.

In addition, we may also track information provided to us by your browser or by our mobile application when you view or use our website, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to our website, the time and date of access, and other information that does not personally identify you. We use this information for, among other things, the operation of the website, to maintain the quality of the services, to provide general statistics regarding use of our website and services and for other business purposes. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive. Sending a cookie to a user’s browser enables us to collect Non-Personal Information about that user and keep a record of the user’s preferences when utilizing our services, both on an individual and aggregate basis. The Company may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser. Persistent cookies can

be removed by following your Internet browser help file directions. If you choose to disable cookies, some areas of the website may not work properly.

## **1. What information do we collect and how do we collect it?**

We collect personal data from you when you interact with us. This is collected, stored and used in different ways depending on the data and our interaction. Some of the data we request from you is optional and you can decide not to give it to us - we will let you know this when we request it.

Different ways we collect your personal data:

- Information you give us when you request a voucher from us, enrol onto a class, course, workshop or project, join mailing list, we will collect from you: your name, email address and/or postal address, phone number, information about your health, ethnic background, school or nursery your child attends, and store this within your customer record on the appropriate system. When you make a purchase with a cheque we retain the information from the cheque (account number, sort code and cheque number) so that we can make a bank payment. This information will be held in a confidential folder on our server that has limited and secure access by only those who may need it.
- Information we get from your use of our website We collect information about the services you use and how you use them, for example when you visit our websites. If you subscribe to our mailing list and request a voucher for a class we do keep a record of any emails that we send to you.
- Information we get from your interaction with us using social media. If you interact with us on social media (for example to make a comment or ask a question), we may record the details of this interaction. Depending on your settings or the privacy policies of social media and messaging services like Facebook, Instagram, LinkedIn or Twitter, you may be giving third parties (like ourselves) permission to access information from those accounts or services. You may also see adverts from us on social media that are tailored to your interests.
- Information we get from third parties We may also get information about you from third parties (which may include your name and contact details) for example if you attend our events elsewhere and consent to the hosting venue passing your details on to us. If you book a ticket via a third-party booking service (such as EventBrite) they will pass on some of your details to us so we can identify you should you have a query (we will not however use these details for any marketing or fundraising communications unless you ask us to). We may also receive information from fundraising sites such as Just Giving if you use them to make a donation to us. You should check these third-party's Privacy Policy when you provide your information to them to fully understand how they will process your data.
- Information we get from "public sources" We will sometimes use data from other sources and combine this with what we already know about you. Examples are things that have been made publically available about you, such as information from Companies House, your biography on your employer's website, information published in mainstream media, or publicly published donor lists from other charities/arts organisations.

### **Sensitive personal data**

Protection law recognises that certain categories of personal information are more sensitive. This is known as sensitive personal data and covers health information, race, religious beliefs and political opinions. We do not usually collect 'sensitive personal data' unless there is a clear reason for doing so, such as participation in an event or where we need this information to ensure that we provide appropriate facilities or support (for example recording any health conditions if you participate in a workshop), or our funders ask us to collect this information in order to monitor the demography of the

project participant. If we do collect this information, it will be held in a confidential folder on our server that has limited and secure access by only those who may need it.

## **2. Why do we collect this information? What do we use this information for?**

We collect information to support delivery of our programme, services and charitable aims to you as a customer, artist, audience or participant. As a charity and publically funded organisation, we also use information to report to stakeholder and to show our knowledge of who we are serving with our work.

In order to deliver our programme, services and charitable aims, we do need to contact people however we aim to be clear about what we do with your data and not do anything that you wouldn't reasonably expect.

### **Optional/Consent**

The primary way in which we collect data is by asking you to join our mailing list, and gaining your consent for us to communicate with you. This is entirely optional, and you can unsubscribe at any time. With your consent, we will tell you about our organisation, our programme and events or participation opportunities that we think will be of interest to you. We may include information about partner organisations or events by other organisations that we think may be of interest to you – but we won't pass your details on to them.

With your consent we may also contact you about being involved or supporting our organisation. This will include volunteering or working with us, joining membership groups or attending event and donating to support us as a not-for-profit organisation. In doing this we may use what we already

know about you (such as your previous purchase history with us, where you live) and information from publically accessible sources (such as donor lists from the websites of other charities). This assists us in understanding the background of the people who support us and helps us to make appropriate requests to supporters who may have the means and the want to give more.

### **Contractual**

Some of the data you give us is necessary for us to provide a service to you – this includes your name and email address when booking tickets or workshops, so that we can communicate with you if there are any changes to the programme.

### **Legitimate interests**

Some of the usage of your data we will do because we believe that we have a legitimate interest that we believe doesn't infringe your rights and freedoms. Where we have made this decision we have outlined our interests and balanced them against your interests and rights, and reached a conclusion that our activity doesn't infringe on you too much. You do have the right to object to this as outlined in the section on your rights.

As an example we believe that we have a legitimate interest in tracking the effectiveness of our marketing at schools so will monitor what school, or nursery your child attends.

## **IV. PUTTING YOU IN CONTROL**

We will never send you any marketing or fundraising communications via email unless we have your prior consent to contact you. We have recently updated the signup process to our mailing list to offer you better control over the communications you receive from us. We may retain your details on a suppression list to help ensure that we do not continue to contact you.

We occasionally do marketing or fundraising via SMS/text message, so we will ask your consent for this.

Any consent you do give to us you can revoke at any time. You can let us know your preferences in a variety of ways – just contact us.

Do note that we may still contact you about specific bookings for events you make with us, as this is a contractual arrangement and not marketing communication.

We work with other organisations and artist and receive funding from different organisations including local councils (third parties), therefore we will at times ask for your consent to pass on your contact details or share data with them. If you consent to this we will pass on the relevant details to the company/organisation concerned– and we will not pass the details on to any other companies. As part of this data transfer we ask the recipient company to ensure that they send you an initial introduction communication, this communication will enable you to decide whether or not to join their mailing list(s). After the company contacts you if you then wish to not be contacted by them in the future you will need to opt-out directly with them.

## V. WHERE DO WE KEEP YOUR DATA

Your personal data will be held and processed on our systems.

If you purchase a ticket for one of our events through a third-party online ticketing system (eg. Event Brite), they will hold your data in accordance with their privacy policy and transfer your data to us.

Your data is always held securely. Access to customer information is strictly controlled. The CRM system can only be accessed by people who need it to do their job. Certain data, for example some sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

### **How long we'll keep this data**

We will keep your data only for as long as needed for the purposes that we are using it for. Exactly how long will depend on what we are using the data for, and on your level of engagement with our services. Some personal data is required to operate in accordance with legal requirements and tax and accounting rules.

Where your information is no longer required, we will ensure it is disposed of in a secure manner.

## VI. WHO WILL WE SHARE DATA WITH

We will only ever share your data in other circumstances if we have your explicit and informed consent. We will only share personal details for the purposes of marketing/ communications if you have given explicit consent for us to do this. But if we run an event in partnership with another named organisation or funder, some of your details may need to be shared in order that they can help us run the event.

We will also ask if you are happy for us to transfer your contact details to artists or other organisations whose work you are seeing, to allow them to communicate with you directly. They may ask us to send you an email on their behalf to invite you to participate in a survey or join their mailing list.

We do not sell or trade your personal data to third parties for any purpose.

## **Companies we use that may have access to your data**

We engage third-parties to assist us with data processing – these companies will only use your data for things that we have instructed them to do on our behalf. Some of this processing is required by our main funders, Arts Council England and local councils as part of our funding agreement (processing of data from surveys which are undertaken voluntarily).

- HMRC – in the processing of gift aid on donations
- EventBrite – third-party ticketing agency
- Googleforms – for bookings and surveys, temporary holding of data

This list is not exhaustive but indicates the sites we interact with most often.

## **Countries where data might be shared**

We do not use services of suppliers outside the European Economic Area (EEA), which means that your personal information is not transferred, processed and stored outside the EEA.

## VII. WEEBLY

Our website is hosted by Weebly, Inc. (“Weebly”). Weebly provides us with the online e-commerce platform that allows us to provide the service to you. Your information, including Personal Information, may be stored through Weebly’s servers. By using our website, you consent to Weebly’s collection, disclosure, storage, and use of your Personal Information in accordance with Weebly’s privacy policy available at <https://www.weebly.com/privacy>.

### **Website use, “cookies” and tracking**

We have a terms and conditions of use for our website which also details cookies and any tracking such as Google Analytics. This can be found at the bottom of our website: Terms and conditions

## VIII. LINKS TO OTHER WEBSITES

As part of the website service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us. Therefore, this Privacy Policy does not apply to your use of a third-party website accessed by selecting a link via our website. To the extent that you access or use the website through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

## IX. AGE OF CONSENT

By using the website, you represent that you are at least 18 years of age.

## X. YOUR RIGHTS

Under the General Data Protection Regulations you have several rights:

## • Right of Access

You have the right to obtain a copy of the data that we hold about you, as well the right to obtain from us confirmation if we have personal data about you. If we do have data about you, you have the right to know:

- o The purposes we have used your data for
- o The categories of data concerned
- o Details of any recipients to whom your data has been (or will be) disclosed
- o Details about how long we will store your data (or what criteria we use to determine this)

## • Right of Rectification

You have the right to correct any inaccurate information we have about you. If you notify us that the data we hold about you is incorrect we will stop using it until we have verified its accuracy (also known as the “right of restriction”)

## • Right of Erasure (“right to be forgotten”)

You have the right to request that we erase the information that we hold about you, unless we need to retain it for legal reasons (such as details of a Gift Aid declaration) or technical reasons (if you have asked us not to contact you or process your data we will need to store your information on a suppression list to ensure that we comply with your wishes)

## • Right to Withdraw Consent

If we have asked for your consent to do something with your data you have the right to withdraw this consent at any time, and we will stop using your data for that purpose.

## • Right To Object

Some of the things we do with your data we do not ask for your consent – we do this where we believe that we have a legitimate interest in doing this and we believe that this doesn’t outweigh your rights and freedoms. However you do have the right to object to our use of your data for this purpose.

## • Right to lodge a complaint

If you are unhappy with how we deal with your personal information you do have the right to lodge a complaint with the Information Commissioners Office. In the first instance however we suggest that you contact us directly and we will endeavour to resolve the issue swiftly.

**If you wish to revoke consent or update your records you can do this in a variety of ways – sending an email to us or a text message.**

We may ask for details to verify your identity, but will comply with requests as best we are able. If we feel that the request is manifestly unfounded or excessive we reserve the right to refuse to act on the request (1) – if we do refuse your request, we will write to you to let you know.

## XI. AUTOMATED DECISION MAKING

Your rights in respect of automated decisions only arise if two requirements are met. First, the decision has to be taken using personal data processed solely by automatic means. The second requirement is that the decision has to have a significant effect on the individual concerned.

We do not currently operate any systems that employ automated decision making.

(1) As per Article 12 paragraph 5 of GDPR legislation