



# Cygnet Players Privacy Policy

## About this Privacy Policy

We know how important it is for you to understand how we use your data. This Privacy Policy sets out how and why we collect, store, process and share your personal data. We will always be transparent with you about what we do with your personal data.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Privacy Policy or your rights under it please contact:

[info@cygnetplayers.com](mailto:info@cygnetplayers.com)

### 1. What personal data do we collect?

The personal data we collect from you directly can include your name, email address, telephone number, address, and any other information you give us when you contact our box office team, when you engage with our social media platform (for example by tagging us in a post on Twitter or Instagram) or when you sign up for Cygnets membership.

We may, where we have a lawful basis for doing so, also collect personal data about you from third parties (for example, from ticketsource when you purchase tickets online for one of our productions).

### 2. When do we collect your personal data?

- When you contact us, either by email or in person, expressing interest in knowing when our shows/auditions are, or expressly asking to be put on our email mailing list.
- When you join the society (either by paying your membership fee, or by becoming a Swan, Super Swan or Corporate Swan).
- When you submit an audition form for one of our shows.
- When you engage with us on social media (by mentioning/tagging us or by contacting us directly).
- When you purchase tickets for our productions by email or over the phone to our Cygnets box-office, or online via ticketsource.

### 3. How do we use your personal data and what are our legal justifications for doing so?

#### As Cygnets Member

We use your personal data to personalise your experience with Cygnets by:

- providing you with information about our productions (including audition and box office details) and events via email;
- in some instances, sending specific offers to our members;
- measuring the effectiveness of our marketing campaigns and our advertising.

We rely on your consent to send direct email marketing messages to you as a Cygnets member. This is based on the consent we acquired from you either when you first signed up or when you accepted an invitation (via google groups email) to receive information from us via email.

It is also in our legitimate interests as a society to communicate with you, as a member of the society, about our upcoming productions and events in an engaging and efficient way. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

### As a Cygnets Supporter (including Swans, Super Swans and Corporate Swans)

As someone who or has either previously been a member of Cygnets, has contacted us directly to express an interest to get involved with the society, or has purchased tickets to one of our productions in the past, we use your personal data to provide you with information about our upcoming productions and events, and to respond to your questions and comments. We may also use your personal data to measure how satisfied our members and supporters are and to provide customer service.

We may rely on your consent to send direct email marketing messages to you as a Cygnets supporter. This is based on the consent we acquired from you when you accepted an invitation (via google groups email) to receive information from us in relation to auditions and shows, and social events, via email in October 2015.

In other cases (for example, if you are a Swan, Super Swan or Corporate Swan, have previously been a member, or have previously purchased tickets to one of our shows), we will rely on our legitimate interests as a society to communicate with you in an engaging and efficient way. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

### For administrative purposes

We may use your data to monitor the use of our website and ensure that our website is presented in the most effective and relevant manner for our members and supporters.

It is in our legitimate interests as a society to use your personal data in this way. For example, we want to ensure our website is user friendly and works properly. We also want to make it easy for you to interact with us. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

## 4. Who do we share your personal data with?

We will never sell any of your personal data to a third party.

In addition, we will never share your personal data without your consent to do so. Whenever we share your personal data, we put safeguards in place which require these organisations to keep your data safe and to ensure that they do not use your personal data for their own marketing purposes.

There may be scenarios where we are subject to a legal obligation to share or disclose your personal data, such as with law enforcement agencies or public authorities to prevent or detect crime or fulfil a legal requirement.

## 5. Your rights

You have a number of rights relating to your personal information and what happens to it. You are entitled to:

- have your data processed in a fair, lawful and transparent way;
- be informed about how your personal data is being used, an example being this privacy policy;
- access personal data we hold about you;
- require us to correct any mistakes in your personal data;
- require us to delete personal data concerning you in certain situations where there is no good reason for us to continue to process it;
- request that we transfer your personal data to you or another service provider in a simple, structured format;
- object at any time to processing of your personal data for direct marketing purposes;
- object to automated decision making which produces legal effects concerning you or similarly significantly affects you;
- object in certain other situations to our continued processing of your personal data; and
- otherwise restrict or temporarily stop our processing of your personal data in certain circumstances.

You can read more about your rights, including the circumstances in which they apply, in the Guidance from the UK Information Commissioner's Office (ICO) <https://ico.org.uk/for-the-public>. You also have the right to complain about our use of personal data to the ICO. You can do this by contacting the ICO via their website <https://ico.org.uk/concerns> or by calling 0303 123 1113.

## 6. Changing your preferences

If you no longer wish to be contacted by us about our upcoming productions or events you can amend your preferences or unsubscribe by contacting us at: [info@cygnetplayers.com](mailto:info@cygnetplayers.com)

We want to ensure that all the information we have about our members and supporters is factually correct and up to date. If you find that the personal data we have about you is inaccurate or needs updating (for instance, you may have changed your name or address) then please contact us so that we can correct it.

## 7. Security and retention of your personal data

### Security of your personal data

We take the security of your personal data very seriously. We have implemented various strategies, controls, policies and measures to keep your data secure and keep these measures under close

review. We protect your data by using encryption techniques and we use other safeguards such as firewalls and password protection. This means that your data is protected and only accessible by the members of the Cygnets committee who need it to carry out their committee responsibilities.

### Retention of your personal data

In broad terms, we will only retain your personal data for as long as is necessary for the purposes described in this Privacy Policy. This means that the retention periods will vary according to the type of the data and the reason that we have the data in the first place.

We have procedures in place regarding our retention periods which we keep under review taking into account our reasons for processing your personal data and the legal basis for doing so.

## 8. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. If we make significant changes we will let you know but please regularly check this policy to ensure you are aware of the most updated version.

This Privacy Policy was last updated on 23 May 2018.