

Dance4 Privacy Policy

Purpose of policy

Dance4 is committed to protecting your personal information and being transparent about what information we hold about you. The purpose of this policy is to give you a clear explanation about the personal information that Dance4 gathers and how it is used.

By providing us with your personal data you consent to the collection, storage and processing of any information you provide in accordance with this Privacy Policy.

Using personal information allows us to develop a better understanding of our contacts and in turn to provide you with relevant and timely information about the work that we do. As a charity, it also helps us to engage with potential donors and supporters.

We use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it and your rights to be able to access it

Who we are

Dance4 is a charity and is funded by Arts Council England as well as various trusts, foundations and individual donors and supporters. Our registered charity number in England and Wales is 1013457 and we are also registered as a company in England and Wales under registration number 02502976.

Dance4 is also a consortium member of Ticketing Network East Midlands (TNEM) along with Nottingham Playhouse, Nottingham Lakeside Arts and Theatre Royal & Royal Concert Hall. TNEM is a limited company and consortium that securely stores information using Tessitura box office software system on behalf of its members.

Information collection

We collect various types of information and in a number of ways:

Information you give us

When you join our mailing lists, buy tickets, make a donation, participate in our activities or other engagement, we'll store personal information you give us such as your name, email address, postal address and telephone number.

Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, age, sexuality, gender, ethnicity and financial information. We do not usually collect this type of information about our contacts except for two purposes:

- To provide a better delivery of the programme, for example offering suitable support to workshop attenders or audience members
- For monitoring purposes to support Dance4's commitment to equality and diversity and to provide collated data to our funders

Information about your interactions with us

We will also collect records of your purchases or other interactions with us, for example emails you have opened, links you have clicked on, events attended or taken part in and feedback you have given.

Information processing

There are four legal bases under which we may process your data:

- Contract purposes

When you make a purchase from us, make a donation or supply goods or a service to us, you are entering into a contract with us. In order to perform this contract, we need to process and store your data. For example, we may need to contact you by email or telephone in the case of cancellation of a show, or in the case of problems with your payment.

- Legal obligations

In certain situations, we collect and process personal information in order that Dance4 complies with the law. For example, we may need to process a Disclosure and Barring Service (DBS) check, supply information to claim Gift Aid, or apply for a Home Office sponsorship certificate.

- Legitimate business interests

In certain situations, we collect and process personal information for purposes that are in the legitimate interests of both Dance4 and the individual. This includes our beneficiaries, participants, volunteers, Board members, funders and the professional dance sector including venues, producers, artists and educators.

The Information Commissioner's Officer (ICO) advises that:

"Legitimate interest is likely to be most appropriate where you use people's data in ways they would reasonably expect, and which have a minimal privacy impact, or where there is a compelling justification for the processing".

In line with ICO guidelines, Dance4 has conducted a legitimate interest assessment for all of the above groups and has identified legitimate interests, demonstrated that data processing is necessary to achieve it and has balanced this against the individual's interests, rights and freedoms.

- With your explicit consent

For any situations where the three bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as events you have booked, activities in which you have participated or your professional involvement in dance and culture, as well as any preferences about what you would like to receive that you may have told us about.

Our marketing communications are done by email and use a combination of legitimate interest and explicit consent to target relevant contacts. We will give you an opportunity to update your preferences or to unsubscribe from email communication in every email that we send you, or you can alternatively use the contact details at the end of this policy to tell us if you don't wish to receive emails from us. We very rarely use telephone or post for marketing communications and only using the basis of legitimate interest or contract purposes, so we do not hold contact preferences for these methods.

Other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

- We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible
- We may analyse data we hold about you in order to identify and prevent fraud
- In order to improve our website, we may analyse information about how you use it and the content and ads that you interact with

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

Information Sharing

TNEM

All TNEM consortium members have access to your basic contact information, under strictly controlled conditions, in order to keep data accurate and up to date. No sensitive information collected by Dance4 is made visible to other TNEM partners. Information about your interactions with Dance4 is only shared with another TNEM consortium member if they are also the co-organiser or a particular activity to which that data is relevant or as part of joint analysis on patterns of engagement in arts and culture in Nottingham, in order to improve the cultural offer in the city. None of the member organisations will use your personal data without a legal basis for doing so.

Third parties

Dance4 has contracts with third party organisations that process data on our behalf and on our instructions, for example providers of ticket booking system, eflyer software, online forms, health and safety services. Where we need to share your personal information to these third parties, we have contracts in place that ensure they comply strictly with our instructions and with data protection laws, for example around security of personal data and that they do not share your data with anyone else. A list of these third party organisations is available from Dance4's Data Controller.

We will not pass on your personal details to any other third party where such a contract is not in place. The only exception would be if you have given us unambiguous and direct consent to pass on your details to another named individual or organisation through an opt-in consent on paper, email or online form, for example if you wanted to join the mailing list of a dance company that was presenting a performance with Dance4.

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information about the visitor's experience and interests. You can disable cookies in your browser user settings, however many websites will not function properly without them. For more details visit:

www.allaboutcookies.org.

Links to other sites

This privacy policy does not cover links to other external websites that may be given on Dance4's website or in email communications. These websites have their own privacy policies and we do not accept any responsibility or liability for these policies.

Storing and maintaining your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same. We will take appropriate measures to ensure that the information we hold is kept secure, accurate and up to date and is kept only for so long as is necessary for the purposes for which it is used.

If you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). The card details are processed by third party contractors in a way where none of our staff members are able to see your full card number or your security code. If you give card details to us over the phone or in writing, these will be stored securely in the Dance4 office and used to process payments as soon as possible, destroying them after use. Card details should never be sent over email.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area unless a contract compliant with EEA law is in place.

Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. If there are aspects of your record that are inaccurate or that you would like to remove, you can usually do this by logging in to your account on our booking system or updating your preferences for emails. Alternatively, please use the contact details at the end of this policy if you would like to exercise this right.

Any objections you make to any storing or processing of your data will be noted against your record on our system so that we can comply with your requests.

Contact details

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information.

Dance4, 2 Dakeyne Street, Nottingham NG3 2AR
0115 9242016

Data Controller, Rachel Emmett. Email: rachel@dance4.co.uk

You may view Dance4 Ltd's Data Protection Registration (registration number Z5912464) by visiting the [Data Information Commissioner's Website](#).

This policy was approved by Dance4's Board on 18 May 2018
We reserve the right to amend this Privacy Policy without notification.
Any changes we make will be posted on Dance4's website.