

## **PADOS<sup>1</sup> Customer Privacy Statement**

This Privacy Statement sets out our current policies in relation to customer<sup>2</sup> data. We solely collect data that we believe is relevant and required to understand our customers' needs and to conduct PADOS activities. We use customer information to provide customers with better customer service and products.

PADOS respects your right with regards to data privacy and data protection when you communicate with us through our website, over the phone, email or at events.

We have therefore developed this Privacy Statement to inform you how PADOS collects, stores, uses, processes and protects the personal information about our customers ("you"). It also tells you how you can access and update your personal information and make certain choices about how your personal information is used.

By using our website or by otherwise giving us your personal information you are accepting the practices described in this Privacy Statement. If you do not agree to this Privacy Statement, please do not use our websites or give us any of your personal information. We reserve the right to make changes to this Privacy Statement at any time. We ask you to regularly review this Privacy Statement to make sure you are aware of any changes and how your information may be used.

If you have any requests concerning your personal information or any queries with regard to this Privacy Statement please contact us at [mail@pados.co.uk](mailto:mail@pados.co.uk)

For a detailed description of our privacy practices, here is a summary of the information detailed below:

- How does this Privacy Statement apply to?
- What information do we collect?
- How do we use information about you?
- How do we protect your personal information?
- What are the consequences of not opting in?
- Marketing
- Access to your information and correction
- How long do we keep your personal information?
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- How to contact us

### **1. How does this Privacy Statement apply to?**

This Privacy Statement applies to personal information that we collect from our customers through the methods described in this section.

#### **1.1 PADOS website**

This refers to any customer facing website under our own domain/URLs and other third party websites and on social media platforms such as Facebook pages and groups, Twitter and Instagram.

#### **1.2 Offline events**

This refers to information that we may collect from prospects via trade show events.

### **1.3 Over the phone**

This refers to personal information that we may collect from customers through our box office or for example if you call us with a question or to ask us to add you to our mailing list.

### **1.4 Data from other sources**

This refers to personal information we may obtain about you from other sources. For example, your contact details when you book tickets online and how you heard about us.

## **2. What information do we collect?**

Depending on how you interact with us (online, offline, over the phone, etc.), we may collect from your various types of information.

Personal information (as used in this Privacy Notice) refers to such types of information that can be used to personally identify you.

In cases, where personal and aggregate information are combined, such information will always be considered as personal information. We strive to limit the amount of personal information we collect and store to that which is reasonably necessary to provide you the relevant services.

### **2.1 Personal contact information**

This includes any information that would allow us to personally contact you, such as your name, home or mailing address, phone number (home, mobile phone, etc.), or email address. In some cases, this could include personal information that you give us about someone else (for example, parents or guardians of a Youth or Junior member). We typically collect personal contact information in connection with a variety of activities, including ticket and merchandise sales and deliveries, Youth and Junior group enquiries, open days, etc).

### **2.2 Customer-generated content**

This refers to any content that you create and then share with us (and perhaps others) by uploading it to one of our websites or applications, including our Facebook pages and groups, Instagram account and Twitter feed. Examples may include feed back, reviews, photos, videos, personal stories, or other similar media or content. We may collect and publish customer-generated content in connection with a variety of activities, including campaigns, website community features, customer engagement, and third party social networking.

### **2.3 Social network information**

This refers to any information that is part of your profile on a third party social network, which you allow the 3<sup>rd</sup> party social network to share with us. We do not use or share any data provided by your profile on social media.

### **2.4 Payment information**

This includes any information that you use to make a purchase, such as your credit card details (cardholder name, card number, expiration date, etc.) or other forms of payment (if such are made available). This also includes the billing name and address associated with your form of payment. PADOS does not store your payment information and you will need to provide this each time to make a purchase.

### **3. How do we use information about you?**

The following paragraphs describe the various purposes for which we might collect and use your personal information, and the different types of information that might be collected from you. Please note that not all of the uses below will be relevant to every customer

#### **3.1 Membership record maintenance**

We may use your personal information to maintain your membership record. This typically involves the use of personal information that was originally collected to set up your membership (e.g., personal contact information, demographic information, areas of interest within PADOS activities, previous experience, etc.).

#### **3.2 Customer service**

We may collect and use your personal information to provide you customer service, including responses to your enquiries. This typically requires the collection and use of certain personal contact information (such as your name or email address) and information regarding the reason for your enquiry (e.g., Youth and Junior groups' term times and prices, ticket release dates, auditions, etc.). Customer service may be provided through various forms of communication, including email correspondence, and phone calls.

#### **3.3 Product placement**

We will collect and use your personal information to promote and inform you of the type of events that you have booked with us before. So for example if you have booked play tickets with us before, we will let you know when we have a new play coming up, or if you have enquired about the Youth and Junior Groups in the past we will notify you in advance of the new term, etc. In any event, we will keep you informed of all things that are going on at PADOS and let you decide what is of interest to you.

### **4. How do we protect your personal information?**

We take all necessary technical and organisational measures to protect the confidentiality and security of your personal information collected through the various methods described in this Privacy Statement. These efforts include, but are not necessarily limited to: (i) storing your personal information in secure storage facilities and operating environments that are not available to the public and that are only accessible to authorised PADOS Committee Members (ii) using password protected accounts of third party service providers such as MailChimp and TicketSource (or similar) to protect the security of customers' personal information (such as credit card information) during transmission, and, (iii) using industry standard reputable payment handling services such as PayPal and TicketSource (or similar) with secure and/or encrypted systems to protect the security of certain sensitive personal information (such as credit card information) during transmission. We cannot and will not protect any information you share with us on any other third party websites and on social media platforms such as Facebook pages and groups, Twitter and Instagram.

## **5. What are the consequences of not opting in?**

If you choose not to submit any personal information when requested, you may not be able to participate in PADOS activities or may limit the services we can provide for you. For example, if you do not wish to share with us your email address, you will not be able to receive any of our electronic newsletters or email campaigns. If you refuse to provide your credit card number, you may not be able to purchase tickets online. If you wish to browse our website and learn more about PADOS, you do not need to give us any personal information.

## **6. Marketing**

We may collect and use your personal information to send you marketing communications, such as email communications and postal mailings. We may also show you marketing communications on other websites, including on social media sites where you are a member. These marketing communications will keep you up-to-date on the latest news, plays and shows, auditions and other events of interest to you. Sending you marketing communications mostly requires the collection and use of certain personal contact information and demographic information. You can always opt-out from receiving marketing-related email communications by following the unsubscribe instructions provided in each such communication. Changing these preferences would also remove you from our lists for future campaigns. Please note that even if you opt out from receiving marketing communications from us, you may still receive administrative communications from us (for example membership renewal notices). You will also still see generic ads on other websites, including on social media sites where you are a member.

## **7. Access to your information and correction**

The following outlines the choices you have with respect to the collection and use of your personal information by us.

### **7.1 You can opt out.**

You always have the option not to share any of your personal information with us. However, if you choose this option, you will be limited in the activities and information we can provide to you.

### **7.2 How to opt out**

If you have opted-in and, at a later time, wish to opt-out, please visit the appropriate unsubscribe section(s) on our marketing campaigns and amend your preferences.

### **7.3 What if I receive an e-mail, message or another contact I am not expecting?**

Along with every e-mail marketing communication sent to you, we provide you the opportunity to discontinue receiving future marketing communications (i.e., unsubscribe). Simply follow the unsubscribe process or directions provided in the email.

## **8. How long do we keep your personal information?**

We may store the personal information that you have provided us with through the various methods described in this Privacy Statement in our databases such as our Customer Relationship Management database. We will only keep your personal information for as long as it is reasonably necessary. This means that we may retain your personal information for a reasonable period after you cease to be a member of or using PADOS. After this period, your personal information will be deleted from all systems within PADOS.

We remind you that you have a right to have your personal information deleted at any time unless this is required for legal or statutory obligation.

### **9. Changes to our Privacy Statement**

PADOS reserves the right to change this Privacy Statement and any of its the content at any time and without notice. Please check this Privacy Statement regularly to see the changes and how these may affect you.

### **10. How can you contact us?**

If you have any questions, complaints or comments regarding this Privacy Statement or our information collection practices, please contact us at GDPO, PADOS Studio Theatre, St Marys Road, Prestwich, M25 1AQ or email us at [mail@pados.co.uk](mailto:mail@pados.co.uk)

### **IMPORTANT NOTE**

Be advised that third parties with whom PADOS interacts and uses as part of its activities such as TicketSource, Paypal, The Met, Bury Times, etc must have their own Policy on how they collect, store, use, update and destroy your data, and their own Privacy Statements. PADOS recommends that you read those and ensure that you agree with their Policies and T&Cs before using any of them. You are also advised that PADOS cannot be held responsible for their compliance.

<sup>1</sup>*PADOS* - includes: PADOS Theatre Group, PADOS Youth Theatre, PADOS Junior Group and Prestwich Amateur Dramatic and Operatic Society.

<sup>2</sup>*Customer* - includes: Junior, Youth and Adult members, Life and Associate members, audiences, visitors and subscribers to PADOS mailing lists.