



Mild Peril Theatre Company

info@mildperiltheatre.co.uk

PRIVACY POLICY

Policy and Guidelines

The purpose of this policy

We are committed to protecting your personal information and being transparent about what information we hold about you. We are also committed to giving you control over the information you entrust to us. Using personal information allows us to develop a better understanding of our customers and in turn to provide you with relevant and timely information about the work that we do – both on and off stage. It also helps us to engage with potential donors and supporters. The purpose of this policy is to give you a clear explanation about how we collect and use the information collected from you directly and from third parties. We use your information in accordance with all applicable laws concerning the protection of personal information (which includes, from 25 May 2018, the General Data Protection Regulation (Regulation (EU) 2016/679) and all related data protection legislation having effect in the United Kingdom from time to time) and are responsible as ‘controller’ of that personal information for the purpose of those laws (“Data Protections Laws”).

Who we are

Mild Peril Theatre Company is a company producing quality theatre performances designed to tour across the UK. We aim to make our work as accessible as possible by bringing our shows diverse communities in a variety of venues and by ensuring that our work is presented in a manner which allows our audiences to fully engage with the stories we tell.

If you have any questions please contact us at info@mildperiltheatre.co.uk.

This policy explains

- your rights
- why we hold information about you
- what information we hold
- what we do with this information
- how we handle this information
- your debit and credit card information
- keeping your records up to date
- security of your personal information
- website links
- if you have questions
- what to do if you have any concerns or complaints
- how to be removed from our database
- web browser cookies
- changes to this policy
- how to contact us

Your rights

Under the Data Protection Laws, you have a number of important rights free of charge. In summary, these include the right:

- To be informed about what data we hold about you and how we use it
- To have a copy of the information if you wish and to correct or erase it
- To object at any time to processing of personal information concerning you for direct marketing
- To object in certain other situations to our continued processing of your personal information
- To otherwise restrict our processing of your personal information in certain circumstances.

For further information on each of these rights, including the circumstances in which they apply, please see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise any of these rights, please:

- contact us using the details at the end of this policy
- let us have enough information to identify you

- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill)
- let us know the information to which your request relates

If you would like to unsubscribe from any marketing emails you can also click on the 'unsubscribe' button at the bottom of the email.

Why we hold information about you

We hold information about you in order to keep you up to date about our shows, and to keep you informed about our activities by email.

We hold this information if you provide it to us directly, or if you attend one of our shows as an audience member, we may ask the venue to provide us with your details. This request will only be granted if you have specifically given permission to the venue to share your contact information.

When you register with us, either directly or via a venue, you are asking us to send you details of our shows. We therefore have a legitimate interest in maintaining this information.

What information we hold

We hold the information you give us relating to your registration. This can comprise name, contact details including telephone number, email address and any contact preferences or show preferences which you have provided to us.

We also collect personal data from our artists, contractors, suppliers, volunteers, staff and any other third party engaging with our work.

Specific types of information we hold are:

Information about your interactions with us - For example, when you visit our website, we collect information about how you interact with our content. When we send you any email we store a record of this, and we keep a record of which ones you have opened and which links you have clicked on. This assists us to better tailor our communications to you and create an enhanced customer journey for you.

Information from third parties - We may occasionally receive information about you from third parties. For example, we may use third party research companies to provide general information about you, compiled using publicly available data.

Sensitive personal data - The Data Protection Laws recognise that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not usually collect this type of information about our customers or other third parties unless there is a clear reason for doing so. For example, we may ask for access requirements from audience members or participants so that reasonable provision can be made. We also collect health information about participants in any workshops and productions which we operate, so that we have details in case of ill health or emergency during the course of our business.

What we do with this information

We use the information only in relation to your interaction with us. We use it for our own marketing purposes (informing you about our activities) only and do not disclose, sell or otherwise share your information to or with any third party. There is always an unsubscribe facility included in emails we send you.

How we handle this information

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

Contract purposes - When you provide us with a service, if we provide a service to you, or if you donate to us or apply to participate in any events directly operated by 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 to make contract or payment arrangements. We will also process and store your data if you have entered into a contract with the organisation as a third party (e.g. artists, contractors, suppliers etc.).

Legitimate organisational interests - In certain situations we collect and process your personal data for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way.

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

When you visit our website, we collect information about how you interact with our content and when we send you an email we keep a record of which ones you have opened and which links you have clicked on. This enables us to send you information we think may be of interest to you and to improve our services. Should you object to any personal information being held, your objection will be stored against your record on our system so that we can comply with your requests.

When you interact with us, or use any of our pages on social media sites, such as Facebook, Twitter, Pinterest, Instagram, YouTube and so on, we may collect information about you which could include personal data: for example, when you “Like” a post on our Facebook page, or “Follow” us on Twitter. Those sites will also have their own privacy policies explaining how they use and share your personal data.

We use appropriate technical and organisational measures, including encryption, to protect your personal data.

Your debit and credit card information

We do not process direct payments for services, and therefore we do not hold any of your debit or credit card information. Tickets for performances will be made as a contract between you and the venues, and the venues will have their own privacy policies.

Keeping your records up to date

Please let us know if any of your information changes. You can change your record by contacting us at info@mildperiltheatre.co.uk.

Security of your personal information

We have appropriate security measures in place to prevent personal information from being accidentally lost, used or accessed in an unauthorised way. We limit access to your personal information to those within the organisation who have a genuine business need to know it. Those processing your personal information will do so only in an authorised manner and are subject to a duty of confidentiality.

We will always store your digital information on secure servers. Unfortunately, however, the transmission of information via the internet is not completely secure. Although we will do our best to protect your information, we cannot guarantee the security of your information transmitted to our website or otherwise to our servers (such as by



email). Any such transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Website links

Our website may, from time to time, contain links to and from partners, advertisers, affiliates and social network sites. If you follow a link to any of these websites, please note that these sites have their own privacy policies and that we do not accept responsibility or liability for those policies. Please check those privacy policies before you submit any personal data to those websites as they may not be on the same terms as ours.

If you have questions

If you would like further information about how we handle your information, please email us at info@mildperiltheatre.co.uk.

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies corrected.

What to do if you have any concerns or complaints

We will do our best to ensure that you are satisfied with how we handle your data, but if you have any concerns or cause for complaint, please contact us immediately and we will do all we can to put the matter right. Any objections you make to any processing of your data will be stored against your record so that we can comply with your requests. We will inform the Information Commissioner of any formal complaints we receive.

You are also able to report your concern to the Information Commissioner. This link explains their role and how to contact them <https://ico.org.uk/concerns/>

We hope that we can resolve any query or concern you raise about our use of your information.



The Data Protection Laws also give you the right to lodge a complaint with a supervisory authority. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

How to be removed from our database

You may be removed from our database at any time. You can do this by emailing us at info@mildperiltheatre.co.uk.

Web Browser Cookies

Our website may set and access cookies on your computer. A cookie is a small file that resides on your computer's hard drive and often contains a unique identifier and is accessible only by the website that placed it there, not any other sites. You may restrict your internet browser's use of cookies.

- You may delete cookies, however you may lose any information that enables you to access the website more quickly.
- You can choose to enable or disable cookies in your web browser. By default, your browser will accept cookies, however this can be altered.
- For further details please consult the help menu in your browser. Disabling cookies may prevent you from using the full range of services available on the website.

Changes to this Privacy Policy

This Privacy Policy was last updated on 15th January 2023.

We may change this Privacy Policy from time to time and any material changes we make in the future will be uploaded to our website. Please check back frequently to see any updates or changes to our privacy policy.

Contact us

Please get in touch with us if you have any questions about any aspect of this policy at info@mildperiltheatre.co.uk.