

Data Protection Policy – Talisman Theatre

Policy information	
Organisation	Talisman Theatre, Barrow Road, Kenilworth, CV8 1EG Registered Charity: 1164913
Scope of policy	This policy applies to the Talisman Theatre trustees, executive committee and officers, members and volunteers.
Effective date	April 2022
Policy prepared by	for the Talisman Theatre Trustees
Date approved by Talisman Theatre Trustees	For consideration of the Trustee meeting
Policy review date	April 2022
1. Introduction	
Purpose of this policy	To set out how the Talisman Theatre complies with the Data Protection Act (2018)
Brief introduction to Data Protection Act 1998	The Data Protection Act (2018) is the law which tells organisations how the personal data of living individuals must be treated and the legal responsibility the organisation (officers & volunteers in our case) has to protect the personal data we use or share. As we store personal information, we will follow the principles & law on data protection.
Data Protection Principles	We will comply with the 8 data protection principles. Personal data we hold will: <ol style="list-style-type: none"> 1. Be fairly & lawfully processed 2. Be processed for specific & limited processes 3. Be adequate and up-to-date 4. Not kept for longer than necessary 5. Be processed in line with the data subject’s rights 6. Be kept secure 7. Not be transferred to another country without adequate protection 8. Not be transferred to another country without permission
Personal data	We hold some or all this information for our officers, members (including youth members), volunteers and customers: <ul style="list-style-type: none"> • Name • Address • Date of birth • Phone numbers • Email addresses

	We may hold some sensitive personal data for our youth members, such as medical information
Policy statement	<p>The Talisman Theatre will:</p> <ul style="list-style-type: none"> ➤ comply with both the law and good practice in relation to holding personal data ➤ be open and honest with individuals whose data is held, about what we will use/not use it for ➤ provide training and support to our members and volunteers who handle personal data, so that they can act confidently and consistently and in line with this policy
Key risks	<p><u>Breach of confidentiality</u> (i.e., personal information given out inappropriately)</p> <p><u>Reputational damage</u> (which could be the result of the above or hacking our data bases)</p> <p><u>Complaint</u> – from individuals (members, volunteers or customers) whose data we have shared or used without their permission</p> <p><u>Fine/public censure</u> – by Information Commissioner for non-compliance with regulations, e.g., keeping data for longer than necessary</p>
2. Responsibilities	
Trustees	<p>The Trustees of the Talisman Theatre have overall responsibility for ensuring the organisation complies with its legal obligations, including:</p> <ul style="list-style-type: none"> ➤ Reviewing the Theatre’s Data Protection policy and ensuring it is in line with legislation ➤ Approving the Theatre’s Data Protection policy ➤ Briefing the Executive Committee on their Data Protection responsibilities ➤ From time to time, monitoring the implementation of the Theatre’s Data Protection policy (i.e., checking our practices are compliant)
Executive committee	<p>The Theatre’s Executive Committee is responsible for:</p> <ul style="list-style-type: none"> ➤ Identifying volunteers and members who hold personal data ➤ Ensuring volunteers and members who hold personal data on behalf of the Theatre are aware of, and comply with, the Theatre’s Data Protection policy ➤ Reviewing, and where necessary, updating the Theatre’s Data Protection processes e.g., customer record deletion
Membership Secretary	<p>The membership secretary is responsible for:</p> <ul style="list-style-type: none"> ➤ Drawing up membership forms with the appropriate consents ➤ Collecting members’ information ➤ Maintaining up to date and accurate membership records ➤ Keeping members’ information securely ➤ Providing member information to those who have a reasonable need for it e.g., heads of department, directors, etc ➤ Destroying/removing information on ex-members

<p>Marketing & Publicity officer</p>	<p>The Marketing & Publicity officer is responsible for:</p> <ul style="list-style-type: none"> ➤ Ensuring they have read and understood the Theatre’s data protection policy and how it relates to patrons ➤ Drawing up and publishing (where appropriate) data protection related statements on publicity materials, website, etc., (privacy policy) ➤ Ensuring the process for collecting customer information for marketing purposes is in line with Data Protection requirements (consent/opt-in/opt-out) – specifically during ticket booking process ➤ Ensuring customer records are up-to-date ➤ Ensuring customer records are not held for longer than needed (in line with customer data retention policy) ➤ Ensuring customers can opt out of receiving marketing materials (after they have opted in) ➤ Acting upon ‘opt out’ requests in a timely manner. ➤ Managing the frequency and content of direct marketing communications
<p>Box Office Manager</p>	<p>The box office manager is responsible for:</p> <ul style="list-style-type: none"> ➤ Ensuring all box office volunteers have read and understood the Theatre’s data protection policy and how it relates to customers and members ➤ Recording customer information accurately during the ticket booking process, including opt-in/opt-out of newsletters, etc. ➤ Ensuring customer records are not held for longer than needed (in line with the customer data retention policy) ➤ Customers are given an opportunity to opt in/opt out of receiving marketing materials at the point of booking in person/via telephone ➤ Requests to ‘opt out’ of receiving marketing materials are forwarded to the Marketing manager/recorded on the booking system in a timely manner ➤ Box office volunteer contact information is kept securely
<p>Youth Theatre Co-ordinator</p>	<p>The Youth Theatre co-ordinator is responsible for:</p> <ul style="list-style-type: none"> ➤ Ensuring they have read and understood the Theatre’s data protection policy and how it relates to youth members and youth theatre volunteers (e.g., chaperones) ➤ Personal data is recorded accurately and kept up to date ➤ Records and not held for longer than needed ➤ Personal and sensitive data is kept securely ➤ Sensitive personal data (e.g., medical information) is only shared with those who need to know
<p>Other volunteers who hold personal data (this includes SMs, directors, etc.)</p>	<p>All volunteers who hold personal data are responsible for:</p> <ul style="list-style-type: none"> ➤ Ensuring they have read and understood the Theatre’s data protection policy and how it relates to patrons’, members’ and volunteers’ information ➤ Ensuring personal data is recorded accurately and kept up to date

	<ul style="list-style-type: none"> ➤ Ensuring records are not held for longer than needed ➤ Ensuring personal data is kept securely
3. Data Storage & security	
Scope	<p>Personal data, however it is held, should be kept /stored securely</p> <p>Personal data should be kept in as few places as necessary (so we should not create extra sets if we don't need to – this will help ensure we have accurate data)</p>
Paper records	<ul style="list-style-type: none"> ➤ Will be kept in a secure (locked) place (whether in the theatre or elsewhere) ➤ Unauthorised people will not be able to see/access it ➤ Copies of personal data will be shredded when no longer required and in line with our data deletion timings (see below)
Electronic records	<ul style="list-style-type: none"> ➤ Electronic files containing personal data will be password protected ➤ Data which is sent to another user electronically will be password protected and the password will be sent via a separate electronic communication ➤ Data should be backed up regularly ➤ If uploaded to dropbox type facilities, access will be limited to those who need to access the information ➤ When emails are sent with distribution lists, these should be sent blind so personal email addresses are not shared
4. Confidentiality & consent	
Scope	<p>When members and customers provide us with their data, we will make it clear to them how we will use it.</p> <p>(For example: a customer who give us their personal information and email to book tickets will be asked if they consent to us sending them marketing emails. If they do not give this consent then we will not use their email address for this purpose.)</p> <p>The Theatre's Privacy Policy is held on the website at www.talismantehatre.co.uk/your-data-privacy/ . It is also provided to customers on request.</p>
Methods of providing consent	<p>Members: provide their personal data by completing a membership form or a membership renewal form</p> <p>Youth members: provide their personal data by completing an enrolment form (often completed by a parent)</p> <p>Volunteers: (who are not members e.g., actors prior to joining) provide their information to the relevant director or department head</p> <p>Customers: provide their personal data when booking tickets online, via the phone or in person at the box office.</p>
Withdrawing consent	<p>Audience/non-members: A non-member who has provided consent may withdraw it at any time.</p> <p>This is most likely to apply to a customer who no longer wants to receive marketing emails.</p>

	<p>Members/Ex-members: A member whose membership is terminated either by request, non-payment of subscription, or otherwise, will be removed from our member mailing list and may also request that they be removed from our audience marketing mailing lists.</p> <p>Their membership details will be retained for ten years, in accordance with The Charitable Incorporated Organisations (General) Regulations 2012.</p> <p>We will obtain permission to use images of Members (photographic and video) before such images are made.</p> <p>We will use the Charity’s “Legitimate Interests” to make use of these images in the presentation and promotion of our activities.</p> <p>We will use the Charity’s “Legitimate Interests” to retain documents in our Archive including programmes, advertising materials, photographs, videos, reviews and press releases in either physical or digital form.</p>
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<p>Processes</p>	<p>We have robust processes to ensure that when a customer/ member withdraws or changes their consent that we can update our data records quickly.</p> <p>For our members, we will capture consent to use their data for membership purposes, and their consent to receive direct marketing (two different types of consent) separately.</p> <p>Marketing consent is captured either through the booking process, via our website (direct link into Mailchimp) or if someone specifically requests to be added to our audience mailing list in another way.</p> <p>Our audience mailing list is held within MailChimp. When joining this list, the customer receives an email confirmation.</p> <p>The customer’s TicketSource record has a field which indicates whether marketing consent has been given.</p>
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5. Data Deletion

<p>Scope</p>	<p>We will not keep customer, member or volunteer data longer than necessary</p>
<p>Process</p>	<p>Members: We retain members’ data (including youth members) whilst they are a member and for up to 10 years after their membership lapses. If their membership is not renewed within 10 years their data record will be deleted.</p> <p>Customers: Our ticket booking system is provided by TicketSource. All ticket bookings and customer data is held within this system. We have the ability to set the data retention period. Data is held for up to 48 months.</p> <p>If a customer is a frequent booker, the retention period countdown resets at each subsequent booking and therefore a customer’s personal data is deleted if their customer account is dormant for the retention period.</p> <p>Following the retention period, customers’ historic booking details are preserved for reporting purposes but their personal details are purged and anonymised.</p> <p>Deceased customers/members: if we’re advised of the death of a member or customer, we delete their information from the TicketSource & Mailchimp databases.</p>

6. Direct marketing

Scope	<p>For the purposes of this policy, we will treat unsolicited direct contact with an individual as direct marketing</p> <p>Direct marketing includes both paper mailings and electronic emails.</p> <p>(Our membership newsletter is out of scope as it is only sent to members as a 'benefit' of membership)</p> <p>We send regular marketing emails to our 'audience' mailing list – this is a separately held list to the membership list which customers subscribe to.</p> <p>The audience list is held within Mailchimp.</p>
Opting in/out	<ul style="list-style-type: none"> ➤ Our customers (including members) have the right to require that their personal data is not used for marketing. ➤ Customers are not automatically opted in – they have to actively express a preference ➤ We will make clear, when we collect data, both how we will use their data and that they can opt-in/opt-out of direct marketing activity ➤ Direct marketing emails always include the ability to unsubscribe
Changing preference	<ul style="list-style-type: none"> ➤ We always provide an 'unsubscribe' link within our direct marketing emails to ensure customers can opt-out of further communications ➤ If a customer asks to withdraw consent through direct contact – these are acted on by Publicity Manager who manually removes them from the list
7. Subject access request	
Scope	Individuals who have provided us with personal data have the right to ask us (in writing) for copies of all information we hold on them, this includes any correspondence (written or electronic) which is about them
Responsibility	Subject access requests will be directed to the Membership secretary who will collect the necessary information within the prescribed timescale

Version control

Version number & date	Type of amendment made & approval date
V2 April 2021	Approved by trustees 11/04/2021