



imitating the dog

PRIVACY STATEMENT

We are committed to safeguarding and preserving the privacy of our audiences, followers and those we communicate with.

Individuals have the right to know what personal data we hold about them, how we store and use it, and why.

This Privacy Statement explains this, and the rights of individuals, regarding this data.

The Privacy Statement, as an imitating the dog policy, will be reviewed and updated at least annually, to reflect changes in our services, feedback, and to comply with changes to the law. When we change our privacy policy, we will revise the last updated date at the end of this document.

SECTION 1 Information We Collect and Why

Audiences and Supporters

Individuals are considered to be 'Audiences and Supporters' when they purchase tickets for our productions and provide personal information, or when they respond to surveys or other feedback requests.

Individuals may provide consent to a venue where they have purchased a ticket/s for this data to be shared with us. When we receive an individual's data from a venue, we will contact that individual within 90 days of receiving their data, to inform them that we are holding this data and how we plan to use it, giving opt-out options from receiving any further communications from us.

Individuals may provide data when they purchase a ticket/s directly from us, or from a third-party ticketing platform (for example TicketCo). When we receive an individual's data from a direct ticket purchase, or from a third-party ticketing platform, we will contact that individual within 90 days of receiving their data, to inform them that we are holding this data and how we plan to use it, giving opt-out options from receiving any further communications from us. In this first communication, we may invite individuals to take part in post-event surveys or opt in to a mailing list.

When tickets for our events are purchased via TicketCo, we are the Data Controller and TicketCo are the Data Processor. We have entered into a data sharing agreement with TicketCo. To find out more about how TicketCo stores and processes data, see [TicketCo's Privacy Policy](#).

We are a National Portfolio Organisation funded by Arts Council England and have entered into mutually agreed data sharing agreements with other Arts Council-funded organisations. To find out more, please read [Arts Council, England's data sharing and requirements for national portfolio organisations](#).

Audience data we hold will usually be limited to name and email address. Occasionally, where it is provided, we will also hold postal addresses. We will store the data, including their booking patterns and preferences, on a digital, password-protected database. We will also utilise Google Drive to store and process this data. For further information, see [Google's Privacy Policy](#). We will limit access to this data to a minimum number of company employees who require access to the data to carry out their jobs.

We will use this data to contact those individuals inviting them to take part in surveys, with information about future imitating the dog events and opportunities to support imitating the dog. We never pass this information on to other organisations.

Our lawful basis for holding and processing this information is consent given to the venue, or directly to us, when individuals purchase a ticket, take part in an imitating the dog activity or complete a survey. Individuals will be expressly asked for this consent and have the right to decline it.

People who work with us

We keep a database of relevant people who work with us or have worked with us, or who we might work with in the future, or who are of another legitimate interest to the company. This includes, but is not restricted to: board members, staff, volunteers, producers, casting directors, designers, directors, technicians, performers, photographers, film-makers, education specialists, administrators and other freelance professionals and service providers.

We hold information on our database on these individuals which includes name and contact details as a minimum, and sometimes other data such as their photograph or personal data such as date of birth and other information, required for example by Companies House, pension providers or HMRC. In relevant cases, we hold employment details and payment details which have been supplied to us by those individuals, for example employment contracts and copy invoices. We share some of this data, such as copy invoices, with the company accountant, Andon Freres.

The above data of the people who work with us, or have worked with us, is held in password-protected computers. We also store this information in a third-party processor, Dropbox, which can only be accessed by company directors and the company Producer or Administrator. To find out more, see [Dropbox's Privacy Policy](#)

Our lawful basis for holding and processing this information is the provision of consent by the individual to do so, or legal requirement.

Industry Contacts

We hold the contact details of some industry colleagues, including programming and other representatives of theatres and other venues, and of educational institutions and other bookers. The information we hold is name, email address and telephone numbers, and the organisation that the individual represents, and their job title. We use this information to contact these people as part of our business. Our lawful basis for holding and processing this information is legitimate interest.

Mailing Lists

When individuals subscribe to our newsletter, we collect their name and email address, which we use to keep them informed about our productions and activities, any services we offer and opportunities to support us. We never pass this information on to other organisations. We also collect location and time-zone data to better understand our subscribers and where they are.

Individuals will only be added to our mailing list when they ask to be added and can unsubscribe from our newsletter at any time by clicking the unsubscribe link at the bottom of any of our emails. When individuals unsubscribe, we will remove their personal information within 30 days of the request.

We use MailChimp for all our mailouts and they act as the data processors for this information. To find out more, please read [MailChimp's Privacy Policy](#).

Website

Via our website we may automatically collect and process the following data:

- Information about use of our site including details of visits such as pages viewed, length of visit and the resources accessed. Such information includes traffic data, location data and other communication data. This information does not identify users in any way.
- Information provided voluntarily by individuals, for example, when registering for information.
- Information that is provided when communicating with us by any means.

Cookies

Cookies provide information regarding the computer used by a visitor. We may use cookies where appropriate to gather information in order to assist us in improving our website.

We may gather information about website visitor's general internet use by using the cookie. Where used, these cookies are downloaded to the website visitor's computer and stored on the computer's hard drive. Such information will not identify the website visitor personally. It is statistical data. This statistical data does not identify any personal details whatsoever.

Individuals can adjust the settings on their computer to decline any cookies if they wish, by activating the reject cookies setting on their computer.

Third Party Links

On occasion we include links to third parties on our website or in mailings. Where we provide a link, it does not mean that we endorse or approve that site's policy towards visitor privacy. Individuals should review their privacy policy before sending them any personal data.

SECTION 2 How we collect and use data

We only collect and store personal data which individuals have provided to us, or where it is a legal requirement, or where we can demonstrate legitimate interest. We will ask to collect data when individuals and organisations enquire or register to take part in imitating the dog activities, events, work with us or volunteer with us, or subscribe to a newsletter or similar service.

We will collect and process data from third parties such as venues, where the individual has consented for this data to be shared with us.

The sending of information via the internet is not totally secure and on occasion such information can be intercepted. We cannot guarantee the security of data that individuals choose to send us electronically. Sending such information is entirely at individuals' own risk.

We will only use an individual's personal information with their consent, or where it is necessary to:

- enter into a contract with them
- comply with a legal duty
- protect their vital interests
- use for our own (or a third party's) lawful or legitimate interests, provided their rights don't override these

We may use an individual's information in a variety of ways including to:

- Send them information about our latest news, productions, projects, activities, events and opportunities to support us via our e-newsletters, post and email
- Process their registration to an activity or event
- Maintain our database of supporters and people that have attended training, productions and events
- Process orders and purchase of products or services
- Carry out research and analysis of audiences and supporters to better understand patterns and trends, how we could better communicate with people and to provide feedback to our funding partners and other partners and stakeholders, and to imitating the dog's Board of Directors
- Record any donations that individuals make to us, including when and how much they gave
- Update an individual's information to respect their choices and preferences

SECTION 3 How we protect data

We take the security of individuals' personal information seriously and take appropriate steps to ensure all data is securely stored. We store physical and electronic data. Physical data is stored in one of our company offices, or with our Producer / Administrator or Accountant, or by the Company Stage Manager on tour. Electronic data and databases are stored on secure computer systems, and the third-party processors outlined below. In all cases we control who has access to this information. All of our computers are password-protected.

Personal information is only accessible to authorised personnel and all personal information is transferred using secure processes. All staff work in accordance with our data protection policy and procedures when handling personal data.

Use of third party processors and storage

We use the following third-party processors to store and/or process data:

TicketCo [TicketCo's Privacy Policy](#)

MailChimp [MailChimp's Privacy Policy](#)

Dropbox [Dropbox's Privacy Policy](#)

Google Drive and Gmail [Google's Privacy Policy](#)

SECTION 4 Disclosing, Retaining and Removing Information

We will not disclose any individual's personal information to any other party other than in accordance with this Privacy Policy and in the circumstances detailed below:

- Where we are legally required by law to disclose an individual's personal information
- To further fraud protection and reduce the risk of fraud
- For our own (or a third party's) lawful or legitimate interests
- If there was an overriding need eg if there was an emergency at an event we were running.

We will delete information from our files, from our databases and / or unsubscribe individuals from further communications on request, and in a timely manner.

We will review all data we hold on an annual basis and if it is no longer of legitimate interest for us to hold, we will delete it. Therefore, all data will be held until it is requested to be removed, or until it is no longer of legitimate interest to us.

Processes for Dealing with Data Breaches

All cases of suspected or reported data breach will be investigated in a timely manner. The suspected breach will be passed to our company's data protection officer, who will respond according to procedure.

SECTION 5 Further Information

ICO Registration

All personal data will be processed in accordance with the rights of the data subjects under the General Data Protection Regulation.

imitating the dog is a registered with the [Information Commissioner's Office](#) under registration reference: A8320280

Access to Information and Rights

Under the [General Data Protection Regulation \(GDPR\)](#), individuals have the right to view or ask us to amend or delete the personal information that we hold about them. Such a request should be made via email to thedog@imitatingthedog.co.uk

More about people's rights under the GDPR legislation, can be found on the [ICO website](#)

Individuals have the right to make a complaint if they think there is a problem with how we handle their data. Complaints should be made to the [Information Commissioner's Office](#)

Please do not hesitate to contact us regarding any matter relating to this Privacy Policy at thedog@imitatingthedog.co.uk

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