



RIVERSIDE DANCE PRIVACY POLICY



This policy sets out the basis on which any personal data we collect from you, or that you provide us with will be used by us. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

Riverside Dance is committed to protecting your privacy. We will use the information that we collect about you in accordance with the Data Protection Act 1998, the Privacy and Electronic Communications Regulations 2003 and the General Data Protection Regulation 2018.

Riverside Dance is a registered organisation??

WHAT INFORMATION DO WE COLLECT FROM YOU?

You may give us information about yourself by:

- visiting our website [WEB LINK](#)
- buying tickets;
- subscribing to our newsletter;
- following us or engaging with us on our social media sites;
- participating in discussions or events where physical data sign up is collected;
- participating in a workshop or residency;
- taking part in a promotion or survey;
- reporting a problem with our website;
- corresponding with us by phone, letter or email.
- Being employed by us.

The above list is not exhaustive and should be used as an indication of the types for ways you may give us your information.

The information you give us may include but may not be limited to your name, address, email address and phone number.

We keep a record of the emails we send you, and we may track whether you receive or open them so we can make sure we are sending you the most relevant information. We may then track any subsequent actions online, such as buying a ticket.

We receive and store certain details whenever you use our website. We use “cookies” to help us make your visit better. Cookies mean that our website will remember you and it helps us understand how you use our site, where we can make improvements and how best to tell our audiences about events, they might be interested in. Please read the privacy policy on our web site for more information

Although we will do our best to protect your personal data, the transmission of information via the Internet is not completely secure and we cannot guarantee the security of your data transmitted to our site. Once we have received your information, we will use strict procedures and security features to prevent unauthorised access.

We may automatically collect the following information about each of your visits to our website:



- Technical information – This includes the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in type and versions, operating system and platform;
- Information about your visit – This includes the full Uniform Resource Locators (URL) clickstream to and from our site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs) and methods used to browse away from the page.

SENSITIVE INFORMATION

Sometimes we ask you to provide sensitive information, for example when you book for events, participate in certain activities or apply for a vacancy with the company.

As such, sensitive information shall only be collected after having obtained your explicit consent to do so and only where it is necessary, for example to:

- Comply with employment law obligations;
- Carry out our obligations arising from any contracts entered into between you and Riverside Dance and to provide you with the information, products and services that you request from us;
- Provide you with information about other goods and services we offer that are similar to those that you have already enquired about;
- Administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- Measure or understand the effectiveness of our work to you and others.
- As with all personal information we hold, your sensitive information is held securely and restricted to those who need to use it. We delete sensitive information when we no longer need it.
- Please note that Sensitive Personal Data will never be shared with third parties.

USES MADE OF THE INFORMATION

We will use information you give us to:

- Carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- Provide you with information about other goods and services we offer that are similar to those that you have already enquired about or participated in;
- Provide you with information about goods or services we feel may be of interest to you from the sign-up information you have given us;
- Notify you about changes to our services;
- Conduct desktop research, prospecting and fundraising activities to promote the interests of Riverside Dance as a charity;
- Administer membership records and giving schemes;
- Manage our ambassadors;
- Ensure that our fundraising resources are used in the most effective and efficient manner and that any communications we may send you about fundraising are appropriate and will be of interest to you.



We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of information about you, including geo-demographic information and measures of affluence. This helps us understand the background of the people who support us and helps us to make appropriate requests for gifts to supporters who may be able and willing to give more than they already do.

You may wish to register with the fundraising preference service:

<http://www.fundraisingregulator.org.uk/the-fundraising-preference-service/for-public/>

SOCIAL MEDIA SITES

For the purposes of data analytics and targeted advertising, search engine providers assist us in the improvement and optimisation of our social media sites. Your personal data is never shared across social media platforms.

EMAILS

Personal data of our newsletter subscribers, including name, location and email address, is transferred to, stored and processed by our chosen marketing automation platform, Brevo (formerly known as SendinBlue). We use Brevo to build distribution lists and to send marketing emails. Any emails we send you will include links to update your contact details on our distribution lists, so we hold the most up to date information, as well as a link to unsubscribe from the service, at any time.

DISCLOSURE OF YOUR INFORMATION

We may share your personal information with Riverside Dance subsidiaries, as defined in section 1159 of the UK Companies Act 2006. We will only share your information with selected third parties including business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you. We do not disclose information about identifiable individuals (Sensitive Information) to our partners, co producers, theatres or advertisers but we may provide them with aggregate information about you (for example, we may inform them that 500 men aged under 30 have clicked on parts of the web site in any given day). We may also use such aggregate information to help reach audiences, for example women in certain post code areas.

All information you provide to us is stored on our secure servers.

YOUR RIGHTS

You have the following rights related to your personal data:

- The right to request a copy of personal information held about you;
- The right to request that inaccuracies be corrected;
- The right to request us to stop processing your personal data;
- The right to be forgotten;
- The right to log a complaint with the Information Commissioner's Office or Fundraising Regulator.

ACCESS TO INFORMATION



The General Data Protection Regulation 2018 gives you the right to access information held about you. Your right of access can be exercised in accordance with this act. Any access to information request may be subject to a fee to meet our costs in providing you with details of the information we hold about you.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and where appropriate you will be notified by email.

CONTACT

Questions, comments, and requests regarding this privacy policy are welcomed and should be addressed to [EMAIL](#)