

## Privacy Policy

### 1. Introduction

Tonic Theatre is committed to protecting your personal information. It's your information, it's personal, and we respect that. We also want to maintain the trust and confidence of every one of our members and supporters, as well as each visitor who uses [www.tonictheatre.co.uk](http://www.tonictheatre.co.uk), [www.tonictheatre-platform.co.uk](http://www.tonictheatre-platform.co.uk), and [www.tonictheatre-advance.co.uk](http://www.tonictheatre-advance.co.uk).

Our Privacy Policy gives you detailed information on when and why we collect your personal information, how we use it and how we keep it secure.

Tonic Theatre CIO is a charitable incorporated organisation registered with the Charity Commission (Registered Charity (England & Wales) 1157234). Tonic Theatre is the data controller of your personal information.

If you have questions regarding your information or its use, please contact the Director at Tonic Theatre:

c/o National Theatre  
Upper Ground  
South Bank London, SE1 9PX

By phone +44 (0)20 7452 3892 or you can email us on [info@tonictheatre.co.uk](mailto:info@tonictheatre.co.uk)

### 2. How We Collect Your Personal Information

Generally, we collect your information when you decide to interact with us. This could include when you sign up to receive emails from us, purchase a membership subscription or merchandise, book a workshop or event or provide us with feedback. We also look at how you use our websites.

We collect information in a number of ways which are listed below:

- When you subscribe to our mailing list in person at our events or on [www.tonictheatre.co.uk](http://www.tonictheatre.co.uk)
- Contact us by phone, for example to join our membership scheme or book a workshop
- Contact us by post, for example to join our membership scheme or book a workshop
- Place orders for merchandise, for instance our books and scripts, via our websites
- Visit our websites: We use cookies to help make the experience of using our websites better
- Our sites use cookies. For more information, please see our Cookie Policy. When you visit [www.tonictheatre.co.uk](http://www.tonictheatre.co.uk), [www.tonictheatre-platform.co.uk](http://www.tonictheatre-platform.co.uk), or [www.tonictheatre-advance.co.uk](http://www.tonictheatre-advance.co.uk) our web server automatically records your public internet protocol ('IP') address and also generates a log file. We use your IP address to help diagnose problems with our server and to administer our websites and monitor use of the websites.
- From time to time, we may also get data about you from third parties – please see the 'The Types of Information We Collect' section for more details. This could include from artistic venues where you have attended one of our events.
- Interact with us on social media, for example by sending us feedback or asking questions.

### 3. The Types of Information We Collect

We only collect the information that's necessary to carry out our business, provide the particular service you've requested and to keep you informed.

The type of information we collect depends on where and when it is gathered:

Information we obtain directly from you:

When you register on our website, order merchandise or contact us by social media, post or phone we need to collect information from you in order to provide the service you are requesting.

We may collect:

- Prefix and name
- Gender
- Email address
- Date of Birth
- Contact phone number(s)
- Social media user name
- Delivery address(s)
- Billing address

If you are a student, teacher, or youth theatre practitioner we may also collect:

- Name of school / college/ university/youth theatre
- Address of school/ college / university /youth theatre
- Subject /course name
- Subject / course level

When visiting our websites, we may collect the following information:

- Automatically populated IP address: a public IP address is a unique number which allows a computer, group of computers or other internet connected device to browse the internet. The log file records the time and date of your visit, the pages that were requested, the referring website (if provided) and your internet browser version. This information is collected to help diagnose and manage the website, to audit the geographical make-up of users, and to establish how they have arrived at the website.
- Cookies: for further information about Cookies and how Tonic Theatre uses them, please read our Cookie Policy

Information we obtain independently from you:

Your information may be shared with us by independent organisations, for example other arts organizations that Tonic Theatre has worked with. These independent organisations will only do so when it is required to complete a contract and/or when you have indicated your consent. You should check their Privacy Policy when you provide your information to understand fully how they will process and safeguard your data.

Third Party Organisations

We may combine information you have given to us with this additional information available from external sources. This will only be done when you give permission to the relevant third party organisations to share the data they hold on you, or if the data is already publicly available.

Social Media

Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you may give us permission to access information from those accounts or services.

Information available publicly

We may include information found in places such as the Charity Commission and information that has been published in articles/newspapers.

#### **4. Why we Collect Your Personal Information and How We Use It**

The information we hold on you will be used in a number of ways. Here are the main ones: to provide a service you have requested, offer you a personalized experience and better understand the needs of people we interact with, inform you of events or updates you've asked for or contact you if we need to obtain or provide additional information.

Specifically, we use your information we collect in the following ways:

To carry out our business and to provide a service or carry out a contract with you:

- To fulfil event, workshop, donation and membership requests or provide important information about services.
- Provide the best possible customer services and to help us with internal administration.

Where we have your consent:

- Send you updates via email about what's on, offers and news or about supporting us.
- Use your feedback in funding applications or evaluations

Where we have justifiable reason (including legal obligation and legitimate interest):

- Learn about your interests and preferences so that we can contact you with information that is relevant to you.
- Help us target our marketing communications and adverts so that they're more relevant to you.
- Use your pseudonymised details to show you advertising on such Social Media platforms as Facebook and Instagram or via other third party advertising that may appear on other websites you use. The information shared with these platforms is pseudonymised to protect your personal data.
- Measure and understand how the people we interact respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective.
- Undertake consumer research: we may contact you to ask you to participate in consumer research either via an online or telephone survey or in person. You are under no obligation to participate in research and, should you provide any further information, Tonic Theatre will inform you how any further information will be used.
- Analyse and continually improve the services we offer.

## **5. How We Handle Your Information and Other Organizations**

Tonic Theatre will never share, sell, rent or trade your personal information to any third parties for marketing purposes without your prior consent.

Some of our service providers may have access to your data in order to perform services on our behalf – payment processing is a good example of this. We make sure anyone who provides a service for Tonic Theatre enters into an agreement with us and meets our standards for data security. They will not use your data for anything other than the clearly defined purpose relating to the service that they are providing.

We may share your details with:

- Service providers who work on behalf of Tonic Theatre for the performance of any contract we enter into with them or you, for example payment processing, printers and mailing houses, marketing agencies, database services, website hosting or email delivery services.
- Other organisations such as competition organisers if you choose to take part in such activities that need administration by third parties and you choose to opt in for contact from those organisations.

- Third party advertisers (such as Facebook or Google) to help us identify people similar to those we interact with or to serve relevant adverts to you on third party websites. The information shared with these advertisers is pseudonymised to protect your personal data.
- Where required to do so, or when requested by the police or a regulatory or government authority investigating illegal activities.

Tonic Theatre is not responsible for the privacy notices and practices of other websites even if accessed using links from [www.tonictheatre.co.uk](http://www.tonictheatre.co.uk), [www.tonictheatre-platform.co.uk](http://www.tonictheatre-platform.co.uk) or [www.tonictheatre-advance.co.uk](http://www.tonictheatre-advance.co.uk) and recommends that you check the policy of each website you visit and contact its owner or Data Protection Manager if you have any concerns or questions.

Despite all our precautions, no data transmission over the internet is 100% secure. So, we cannot guarantee the security of any information which you disclose to us and so wish to draw your attention to the fact that you do so at your own risk.

## **6. How We Protect Your Data**

Tonic Theatre is committed to protecting the personal information you entrust to us. We adopt robust and appropriate technologies and policies, so the information we have about you is protected from unauthorised access and improper use.

We will ensure that your data is only retained for as long as is reasonably necessary depending on the purpose of the data.

As part of the services offered to you through Tonic Theatre's websites, the personal information you provide may be transferred to countries outside the European Economic Area (EEA). By way of example, this may happen if any of the computer servers used to host the website are located in a country outside of the EEA. If Tonic Theatre transfers your personal information outside of the EEA in this way, we will take steps to ensure that your privacy rights continue to be protected as outlined in this privacy notice.

Tonic Theatre may transfer your data to the USA to organizations such as Facebook, Google or MailChimp. The USA has weaker data protection laws than that of the EEA and therefore we will ensure that only organisations who are a part of the EU privacy shield initiative will handle your personal information. More details on this certification can be found at [www.privacyshield.gov/welcome](http://www.privacyshield.gov/welcome)

We will keep your information only for as long as is reasonably necessary for the purposes set out in this privacy notice and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose, for example if purchasing a membership, we will typically keep your data for up to seven years from the date of your last transaction. For further information about how long we will keep your information, please contact the Data Protection Manager using the contact details outlined in this notice.

If you ask us to stop sending direct marketing communications to you, we will keep the minimum amount of information (e.g. name, address or email address) to ensure we adhere with such requests.

## **7. Your Choices**

You should find it easy to access and amend the personal information that we hold on you, or request that we stop contacting you. It's your data and we want to make sure you feel in control of it.

If you are on our mailing list, or a member and need to update your name, email or other details, simply email the change needed to: [info@tonictheatre.co.uk](mailto:info@tonictheatre.co.uk)  
Or, if you prefer, you can contact us by phoning, or writing using our contact details below.

Every email we send to you will include details on how to unsubscribe from future communications.

If you would like to see what information we hold about you can also request full details of personal information we hold about you under the Data Protection Act 1998, or after 25 May 2018, The General Data Protection Regulation, by contacting the Data Controller. Please send a description of the information you would like to see, together with proof of your identity to [info@tonictheatre.co.uk](mailto:info@tonictheatre.co.uk)

At any time, you have the right to ask Tonic Theatre to amend or stop how it uses your personal information including for marketing purposes. You can do this phoning, emailing or writing using our contact details below.

You have the right to get information held about you by us corrected. If you have any concern about the accuracy of your personal data, please let us know using the below contact details.

If you would like us to remove the personal information we hold about you, please contact us using the below contact details.

You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office – [www.ico.org.uk](http://www.ico.org.uk)

By email: [info@tonictheatre.co.uk](mailto:info@tonictheatre.co.uk)

By phone: +44 (0)20 7452 3892

By post: Tonic Theatre, c/o National Theatre, Upper Ground, Southbank, London SE1 9PX

## **8. Updates or Changes to the Privacy Policy and Further Information**

This notice was updated on 25 April 2018. It may be updated to take into account changes at Tonic theatre or for example to reflect changes to regulation or legislation.

Updates to this policy will be posted on this [page](#)– please check back from time to time. We may also inform you of any changes where we hold an appropriate email address for you.

Further information on data protection regulations and laws can be found here:

- Data Protection: <https://ico.org.uk/for-the-public>

Policy updated on 25 April 2018