

Introduction

Dance Umbrella is committed to protecting our customers, donors, artists and partners privacy and takes its responsibility regarding the security of their personal information very seriously. We will be clear and transparent about the information we are collecting and what we will do with that information.

This Policy sets out the following:

- What personal data we collect and process about you in connection with your relationship with us and through your use of our website and online services;
- Where we obtain the data from;
- What we do with that data;
- How we store the data;
- Who we transfer/disclose that data to;
- How we deal with your data protection rights;
- And how we comply with the data protection rules.
- All personal data is collected and processed in accordance with UK and EU data protection laws.

Data Controller

"Dance Umbrella" referred to as "we", "us", "our" or "DU") in this policy, refers to Dance Umbrella Limited and is the "data controller" of all personal information that is collected and used about Dance Umbrella customers, donors, artists & partners, for the purposes of [GDPR and the Data Protection Act 1998]. Dance Umbrella is registered in England with registration number 1402702 and registered offices at 14 Hanover Square, London W1R 0BE.

What personal data we collect

Personal data means any information relating to you which allows us to identify you, such as your name, contact details, booking reference number, payment details and information about your access to our website.

We may collect personal data from you when you purchase tickets, make a donation, join our mailing list, or form a contractual presenting/commissioning agreement with us as an artist or producing partner.

Specifically, we may collect the following categories of information:

- a. Name, home address, e-mail address, telephone number, and credit/debit card or other payment details;
- b. Artists Information, which includes your name, nationality, date of birth, gender, passport or ID number, expiry date and country of issue and country of residence;
- c. Information about your purchases or donations;
- d. Information about your use of our website;
- e. The communications you exchange with us or direct to us via letters, emails, calls, and social media.
- i. Location, including real-time geographic location of your computer or device through GPS, Bluetooth, and your IP Address, along with crowd-sourced Wi-Fi hotspot and cell tower locations, if you use location-based features and turn on the Location Services settings on your device and computer.

Personal details about your physical or mental health are considered “sensitive” personal data under applicable data protection laws. We will process any such data only if you have given your explicit consent, or it is necessary (for instance if you request special assistance), or you have deliberately made it public.

What do we use your personal data for, why and for how long

Your data may be used for the following purposes:

- a. Create attendance list of ticket bookers for specific performances and provide verification of ticket purchases to allow customers to be admitted by our partner venues to performances;
- b. Contacting you in the event of a performance time change or cancellation. These communications are not made for marketing purposes and cannot be opted-out of;
- c. Credit or other payment card verification/screening: we use your payment information for accounting, billing and audit purposes and to detect and / or prevent any fraudulent activities;
- d. Administrative or legal purposes: we use your data for statistical and marketing analysis, systems testing, customer surveys, maintenance and development, or in order to deal with a dispute or claim. Note that we may perform data profiling based on the data we collect from you for statistical and marketing analysis purposes. Any profiling activity will be carried out with your prior consent only and by making best endeavours to ensure that all data it is based on is accurate. By providing any personal data you explicitly agree that we may use it to perform profiling activities in accordance with this Privacy Policy;
- e. Immigration/customs control: We are obliged to provide information on visa national artists to border control agencies;
- f. Security, health, administrative, crime prevention/detection: we may pass your information to government authorities or enforcement bodies for compliance with legal requirements;
- g. Customer and Donor Services communications: we use your data to manage our relationship with you as our customer or donor to improve our services and enhance your experience with us ;
- h. Provide tailored event information: we use your data to provide information we believe is of interest to you, prior to, during, and after your attendance to a Dance Umbrella event to personalise the services we offer to you, such as special ticket offers;
- i. Marketing: from time to time we will contact you with information regarding Dance Umbrella's activities and ticket promotions via e-communications. You will have the choice to **opt in or opt out** of receiving such communications by indicating your choice at the booking stage. You will also be given the opportunity on every e-communication that we send you to indicate that you no longer wish to receive our direct marketing material.

We will only process your personal data where we have a legal basis to do so. The legal basis will depend on the reasons we have collected and need to use your personal data for.

In most cases we will need to process your personal data so we can process your booking, enter into our contract of providing admittance to Dance Umbrella events and perform that contract with you.

We may also process your personal data for one or more of the following:

- To comply with a legal obligation (e.g. Immigration or customs requirements);
- You have consented to us using your personal data (e.g. for marketing related uses);
- To protect your vital interests or those of another person (e.g. in case of a medical emergency);
- It is in our legitimate interests in operating as an arts organisation (e.g. for administrative purposes).

Only children aged 16 or over can provide their own consent. For children under this age, consent of the children's' parents or legal guardians is required.

We will not retain your data for longer than is necessary to fulfil the purpose it is being processed for. To determine the appropriate retention period, we consider the amount, nature and sensitivity of the personal data, the purposes for which we process it and whether we can achieve those purposes through other means.

We must also consider periods for which we might need to retain personal data in order to meet our legal obligations or to deal with complaints and queries. For retention of information on your Dance Umbrella booking account, please see the below section.

When we no longer need your personal data, we will securely delete or destroy it. We will also consider if and how we can minimise over time the personal data that we use, and if we can anonymise your personal data so that it can no longer be associated with you or identify you, in which case we may use that information without further notice to you.

Security of your personal data

We follow strict security procedures in the storage and disclosure of your personal data, and to protect it against accidental loss, destruction or damage. The data you provide to us is protected using industry standard technology for encrypting personal information and credit card details so that they can be securely transferred over the Internet.

All payment details are transmitted over dedicated network infrastructure and stored in compliance with Payment Card Industry Data Security Standards (PCI DSS).

We may disclose your information to trusted third parties for the purposes set out in this Privacy Policy. We require all third parties to have appropriate technical and operational security measures in place to protect your personal data, in line with EU law on data protection rules.

Sharing your personal data

We may share your personal data with the following third parties for the purpose described in this Privacy Policy:

- a. For international artists, Government authorities to enable your entry to the UK;
- b. Partner venues required to provide admission to the Dance Umbrella events you booked for;
- c. Credit and debit card companies which facilitate your payments to us, and anti-fraud screening, which may need information about your method of payment and booking to process payment or ensure the security of your payment transaction;
- d. Legal and other professional advisers in order to enforce our legal rights in relation to our contract with you;
- e. Our trusted third party partners (venue and other presenting partners) if you have specifically given us permission to do so by opting in to sharing your personal data at the time of your booking. We are not responsible for third parties' use of your personal data where such use is permitted for their own purposes. Please consult their privacy policies for further information.

My Dance Umbrella account

All data collected upon registration will be processed in line with this Privacy Policy.

We understand the importance of taking extra precautions to protect the privacy and safety of children. Accordingly, children under 16 will not be permitted to open a Dance Umbrella account. We will delete any DU account created by a child under 16, as soon as we are made aware of it.

When our use of your personal data is based on your consent, you have the option to withdraw your consent to our processing and delete your personal data at any time by **Unsubscribing** or by emailing us via our website through our dedicated web-form email (see Section on Your data protection rights).

We keep your personal information contained in your DU account for as long as you hold the account. You can change the personal data in your DU account by emailing us via our website through our dedicated web-form email.

Please note that general retention periods apply to any personal data we collect to enter into a contract with you or to perform that contract or because we have a legal obligation to process it.

Data protection officer

We have appointed a Data Protection Officer (“DPO”) to oversee compliance with this policy. In addition, you always have the right to make a complaint at any time to a supervisory authority. The ICO (Information Commissioner’s Office) is the lead data protection supervisory authority for Dance Umbrella as a UK data controller.

Your data protection rights

Under certain circumstances, by law you have the right to:

- **Request information** about whether we hold personal information about you, and, if so, what that information is and why we are holding/using it.
- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request rectification** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected. You can make corrections to your personal data through our dedicated web-form email. Dance Umbrella’s [terms & conditions](#) apply in relation to the correction of any errors on your existing bookings.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below). You can delete that personal data where our use of this data is based on your consent by Unsubscribing.
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes. You can object to our processing of your data for direct marketing purposes by unsubscribing from our mailing (see section ‘What do we use your personal data for, why and for how long’ for more details).
- **Object to automated decision-making including profiling**, that is not to be subject of any automated decision-making by us using your personal information or profiling of you. I don’t understand this one?
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request transfer** of your personal information in an electronic and structured form to you or to another party (commonly known as a right to “data portability”). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.
- **Withdraw consent**. In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or

purposes you originally agreed to, unless we have another legitimate basis for doing so in law. You can withdraw your consent to our use of your personal data through our dedicated web-form email or by unsubscribing from our e-marketing mailing list (see section 'What do we use your personal data for, why and for how long' for more details).

If you want to exercise any of these rights please email us via our website by clicking [here](#)

This policy should help you to better understand how we use your personal information, it explains in detail the types of personal information we collect, what we use it for and who we may share it with. If you have any further questions about this policy or how we handle your personal information, which are not dealt with here, please get in touch with us by writing to our Data Protection Officer at Dance Umbrella, Somerset House, West Wing, Strand, London WC2R 1LA (or admin@danceumbrella.co.uk).

You will not have to pay a fee to access your personal information (or to exercise any of the other rights).

Changes to privacy policy

Our Privacy Policy may change from time to time and any changes to the statement will be communicated to you by way of an e-mail or a notice on our website.