

# Birr Theatre and Arts Centre Privacy Policy

June 2025



**Birr Theatre & Arts Centre** values our customer and staff data and will endeavour to keep this data safe at all times. We will never sell, share or use your personal information other than as described here. We operate in line with the EU GDPR (May 2018) data protection guidelines.

This Privacy Policy is meant to help you understand what data we collect, why we collect it and what we do with it.

## **DATA COLLECTION**

### **Transactional Data**

When a customer purchases a ticket, gift voucher, merchandise or membership through our Box Office their name, email, postal address, phone number will be collected and stored to enable the transaction and legitimate communication relating to the transaction. This is done with our CRM (Customer Relationship Management) partner, TicketSolve. No full credit card numbers are stored on our server or TicketSolve's servers. We use Global Payments for payment gateway.

### **Online Data**

When customers book tickets online, data pertinent to the transaction is collected and shared between Birr Theatre & Arts Centre, Global Payments and TicketSolve in order to process the transaction. Where patrons have opted to provide their details for mailings, data will be shared with Brevo (our email partner). TicketSolve acts as a data processor on behalf of Birr Theatre & Arts Centre (data controller).

TicketSolve, Global Payments, Brevo and Birr Theatre & Arts Centre has implemented appropriate technological measures to protect against accidental loss, destruction, damage, alterations or disclosure. Privacy Notices for all providers are available on their sites.

### **Website Cookies**

When someone visits our website ([www.birrtheatre.com](http://www.birrtheatre.com)) we use a number of third party services to collect standard internet log information and details of visitor behaviour patrons. We do this to find out things such as the number of visitors to the various parts of our website, types of devices used, times of the day our website it visited, length of time spent on a page and other such information.

#### *Disabling Cookies*

You can prevent the setting of cookies by adjusting the settings on your browser. Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies may result in the disabling of certain functionality and features on our website.

# Birr Theatre and Arts Centre Privacy Policy

June 2025



## **DATA MANAGEMENT**

### **Record Retention Periods**

GDPR sets out the principle that personal data shall not be kept for longer than is necessary for the purpose or purposes for which it was obtained. Birr Theatre & Arts Centre has the following data retention periods:

Customer data on TicketSolve	Remove after 5 years of inactivity
Customer data on Brevo	Remove after 5 years of inactivity
Consent/Registration Forms	Remove after 2 years

## **MARKETING DATA**

### **Marketing Lists**

When a customer signs up for our mailing list, either at the time of booking or separately through our sign-up form on our website, we collect personal information.

Birr Theatre & Arts Centre also facilitates ticket sales for festivals; Birr Festival of Music, Scripts Playwriting Festival, OFFline Film Festival and Hullabaloo! Children's Arts Festival and other local events. Customers who buy tickets for these events are entering into a contract with Birr Theatre.

We use that information for a number of reasons:

- to contact customers if we need to obtain or provide additional information about their booking;
- to share information e.g. upcoming shows, packages, friends programme, fundraising opportunities;
- to check our records are right and to check every now and then that customers are happy and satisfied;

We also gather statistics around emailing opening and clicks using industry standard technologies to help us monitor and improve our marketing activity.

### **Managing your Data**

Once you have given your consent, you can amend or withdraw your consent at any time. Under certain circumstances, you have rights under data protection laws in relation to your personal data.

These include (but not limited to) the right to:

- Request access to your personal data
- Request correction of your personal data
- Request erasure of your personal data
- Object to processing of your personal data
- Request restriction of processing your personal data
- Request transfer of your personal data
- Right to withdraw consent

To view, amend or delete the personal information that we hold. Please email a request to our data protection officer on [info@birrtheatre.com](mailto:info@birrtheatre.com) to request same.

# Birr Theatre and Arts Centre Privacy Policy

June 2025



---

## Opting Out

Customer can unsubscribe by clicking the *unsubscribe* link at the bottom of any of our emails or emailing our data protection officer at *info@birrtheatre.com* at any time.

## Changes to our Privacy Policy

We may update and review this policy. All new versions will be dated.

Access to your personal information

All customers are entitled to view, amend or delete the personal information that we hold. Please email a request to our data protection officer on *info@birrtheatre.com* to request same.

This policy was last updated on: date: 21 / 06 /2025

*Emma Nee Haslam, Venue Manager*

Signed: \_\_\_\_\_