

Candoco Dance Company Privacy Notice for Audiences & Donors

Candoco Dance Company is committed to protecting your personal information and being transparent about what information we hold about you. The purpose of this notice is to explain how we collect and use the information we collect from you.

We use your information in accordance with all applicable laws concerning the protection of personal information. This notice explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Information about how we keep your personal information secure, how we maintain it and your rights to be able to access it.

If you have any questions about this notice, please contact the General Manager using the details below.

Who we are

Candoco Dance Company is a company and charity registered in England and Wales (Company number: 2837146, Charity number: 1040524). Candoco Dance Company is the data controller of your personal information.

Information collection

We will only collect information when you interact with us. We collect various types of information and in a number of ways:

- Information you give us, for example, when you subscribe to our mailing list via the website, or make a donation directly to us. We will store information you give us including your name, email address, postal address, telephone number. We will also store a record of your donations.
- Information about your interactions with us, for example how you interact with content on our website. We keep records of emails we sent you and we also keep a record of which emails you have opened and which links you have clicked on.
- On occasion, and only when there is a clear reason for doing so, we may collect additional data which will be anonymised and would not be linked back to a specific individual. This could include sensitive personal data, recognised under Data Protection law as information about health, race, religious beliefs and political opinions. We may request this information as part of data gathering for surveys.
- When you attend events, we may take photographs of the audience group which may include identifiable individuals. These photographs could be used for several different purposes, including marketing, reporting and archiving. We will always give notice of photography at our events, our photographers will be clearly identifiable, and we will

provide details to enable you to opt out of any photography. Photographs will not be linked to individuals by name without prior consent.

The purpose of processing your data

We only collect information that we need in order to carry out our business. We need personal details from you in order to fulfil our obligations to you. This includes providing you with information about the organisation, your interaction with us on projects, and may also extend to understanding how best to support you as our audience.

Legal basis

The basis under which we process any data could be one of three ways, there are examples of each below:

Contract Basis

When you give us a donation directly, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example we may need to contact you by email or telephone in the case of problems with your payment.

Legitimate Interest

In certain situations we collect and process your personal data for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way. There are descriptions of instances in which we may use this basis for processing, which are detailed in the sections to follow in this document.

Consent

For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as your name and email address, as well as any preferences you may have told us about.

We use our legitimate organisational interest as the legal basis for communications by email. We will provide you with an option to unsubscribe in every email that we send to you, or you can alternatively use the contact details at the end of this policy.

We may also contact you to ask you to participate in consumer research (online or in person). You are under no obligation to participate in research and, should you provide any further information, Candoco will inform you how this further information will be used.

Other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.

We may analyse data we hold about you in order to identify and prevent fraud.

In order to improve our website we may analyse information about how you use it and the content and ads that you interact with.

We may use profiling techniques or third party wealth screening and insight companies to provide us with information about you that will help us to communicate in a relevant way with you, in particular when we are approaching you about potential philanthropic support. Such information is compiled using publicly available data about you. If we contact you, you will have the option to not be contacted again or have your details removed from our database.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by our interests. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy or inform the member of staff who contacted you. Please bear in mind that if you object, this may affect our ability to carry out tasks above that may be for your benefit.

Third parties

There are circumstances under which we may disclose your personal information to third parties:

Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

We may also receive your personal information from third parties in the following instance:

Where we have partnered with a third-party organisation or service provider to ask you to fill in a booking form with personal details, e.g. Google Forms, or your payment details to purchase tickets, e.g. Eventbrite. In these cases, we use third-party organisations or service providers that comply strictly with data protection laws, for example around security of personal data. We will only use this data for contacting you about the relevant activity for which you have shared your contact details. For example, we may contact you by the email address you used to book for a Candoco event on Eventbrite in order to send you information about the event and any similar future events.

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function, as well as to provide website operators with anonymised information on how the site is being used. We use cookies and analytics software to identify how the website is being used and what improvements we can make to optimise your experience of our website.

Maintaining your personal information

We store indefinitely the personal information that you give us, including your name, email address, postal address, telephone number, contact preferences and a record of any donations you make. We store this information in order to be able to link any donations you make directly to us back to a single unique record that we hold for you on our system.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

You can contact us to request access to your data and if there are aspects of your record that are inaccurate or that you would like to remove, contact us directly. Contact details are provided at the end of this policy.

Security of your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

Rights to your personal information

You have the right to request a copy of the personal information that we hold on you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

Contact details and further information

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

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