



Privacy policy

Stanley Arts is committed to protecting your privacy. We will use the information that we collect about you in accordance with, the Privacy and Electronic Communications Regulations 2003, the Data Protection Act 1998 (DPA) and, from May 2018, the General Data Protection Regulation (GDPR). By registering as a user of the services provided by Stanley Arts or any of its associated companies and by using this web site generally you agree to this use.

Who we are

Stanley Arts is one of South London's premiere arts and performance venues, providing our local community with a vital home for cultural expression and discovery. As a radically inclusive space we seek to foreground under-represented voices, providing black, global majority, working-class, neuro-divergent and LGBTQI+ creatives with a platform to reach out to audiences across South London and beyond.

What information do we collect?

The personal information that we collect includes:

- name, title, date of birth and gender
- information about race, ethnicity and sexual orientation (you have the right to decline to provide us with this information)
- contact details including postal address, email, phone numbers and links to social media accounts
- transaction history (we never store your whole card number, although we may keep a note of the last four digits to help us identify transactions)
- access requirements (for example if you require wheelchair access, audio description, BSL interpretation, or any other access requirement) and whether you have a disability defined by the Equality Act 2010
- details of visits to our website including traffic data, location data, operating system, browser usage, and the resources that you access
- other background personal information you provide to us (for example when you apply for a job, tell us your story, provide a reason for making a donation or correspond with us)

How do we collect your information?

You give us your information when you buy a ticket, make a purchase from our shop, buy something online, sign up for one of our events, update your preferences on our website, tell us your story, make a donation, apply for a job, or communicate with us. We also keep your

details when you sign up to receive emails from us. 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.

Like most websites, we receive and store certain details whenever you use the Stanley Arts website. We use “cookies” to help us make our site – and the way you might use it – better. Cookies mean that a website will remember you and enable online transactions. It also helps us understand how you use our website, where we can make improvements and how best to tell our audiences about events they might be interested in.

We may also obtain personal information about you from other sources, such as if a family member or friend contacts us on your behalf. Where this occurs and it is not practical for us to provide you directly with a copy of our privacy policy, we may ask the person who provided us with your information to make this privacy policy available to you.

We may also receive information from external sources which enables us to gain a better understanding of our audiences, visitors and supporters and to improve our fundraising and marketing methods. These sources include:

Third party organisations

Your information may be shared with us by third parties such as independent fundraising sites like JustGiving or Virgin Money Giving if you make a donation to Stanley Arts, but only when you have

indicated that you give your consent to hear from us. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

Social Media

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms. You may also see adverts from us on social media that are tailored to your interests. See our cookie policy for further information.

Depending on your settings and the privacy policies used by social media and messaging services like Facebook, LinkedIn or Twitter, we may receive non-personally identifying demographic or analytical information from these services that enables us to better understand the reach and effectiveness of our advertising.

Information available publicly

This may include information found in places such as Companies House, your biography on your work website, or information that has been published in articles/ newspapers

Cookies

The Site uses cookies to ensure that you get the most out of the Site. A cookie is a text file sent by a web server to a web browser, and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

herefore, we may send a cookie which may be stored by your browser on your computer's hard drive. We may use the information we obtain from the cookie in the administration of the Site, to improve the Site's usability and for marketing purposes. We may also use that information to recognise your computer when you visit the Site, to monitor website traffic and to personalise the Site for you.

If you do not wish us to install cookies on your computer for these purposes, you may change the settings on your internet browser to reject cookies. For more information, please consult the 'Help' section of your browser. Please note that if you do set your browser to reject cookies, you may not be able to use all of the features of our Site.

As mentioned above, we may use an analytics service provider for website traffic analysis and reporting. Analytics service providers generate statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to the Site may be used to create reports about the use of the Site and the analytics service provider will store this information.

How we keep your details safe and secure

Your personal data will be held and processed on Stanley Arts systems or systems managed by suppliers on behalf of Stanley Arts. We maintain a customer relationship management (CRM) system to hold contact details and a record of your interactions with Stanley Arts such as ticket purchases, donations, memberships, queries, complaints and attendance at special events. Where possible we aim to keep a single record for each customer.

We always seek to hold your data securely. Access to customer information is strictly controlled. The CRM system can only be accessed by people who need it to do their job. Certain data, for example sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

Our basis for processing your personal information and what we use it for

We aim to be clear when we collect your data and not to do anything you wouldn't reasonably expect.

We may process your personal data because it is necessary for the performance of a contract. For example, if you make a purchase, sign up for an event or give a donation. We may process personal data because it is in our legitimate interests to do so. For example we may use your personal information to understand your reasons for donating to us, to better understand your interests, to tailor our communications to you and/or to give you an exceptional experience at our events. We may also collect information about how you use our services (including our website) to analyse our customer base and improve our processes.

We may also process your personal data (including sensitive personal data) where:

- it is necessary for medical purposes (for example, in a medical emergency)
- it is necessary to protect your or another person's vital interests
- we have your consent to do so (for example to monitor the diversity of visitors to Stanley Arts or to provide you with information about products and services)

which may be of interest to you).

Giving you control

We may tell you about events, concerts, shop offers, priority booking and information about our site (for example when our roof garden opens, or updates on building works on site). Occasionally, we may include information in these communications from partner organisations or organisations who support us. We make it easy for you to tell us how you want to hear from us (by logging onto our website and updating your preferences in the “My Account” section) or by telling our Ticket Office team over the phone or in person. You can opt out from these marketing communications at any time - every email sent to you will tell you how to do this.

If you have opted out of marketing communications, we may still get in touch with you. For example we may email you to give you important information about the events you've booked or to tell you about any changes.

Third Parties

We may need to disclose your details:

- if we run an event in partnership with another named organisation so that they can help us run the event
- in order to comply with any legal obligation to do so. This includes the police and other crime protection and detection agencies or regulatory bodies
- to our legal advisors
- for the purposes of regulatory or inspection compliance, for example to the Charity Commission
- to funding bodies, particularly Arts Council England, who may use anonymised personal information to analyse our audience development programmes, ticket sales and self-generated funding to understand the impact of the public investment made in Stanley Arts
- Data processing services acting in an accordance with our instructions, and subject to confidentiality obligations

Many of the events at Stanley Arts are presented in partnership with other companies such as with our Resident Companies and other artistic organisations and promoters. We will let them know about your booking but they can't contact you unless you select either the Email or Post option to receive information about events, news and offers from the artists or companies presenting the events as part of your booking online, at the Ticket Office or over the phone.

We sell tickets on behalf of our Resident Companies, and we share our customer relationship database with them. If you buy a ticket from stanleyarts.org for a Resident Company's performance, your name, contact details and record of the tickets you have bought will be visible to that company. The company will use your data for customer service and analysis. If you select either the Email or Post option to receive information

about events, news and offers from the artists or companies presenting the events, the Resident Company may additionally contact you for marketing purposes. We do not sell personal details to third parties for any purpose.

How long do we keep your information?

We may retain information for a period of six years after your association with us has come to an end. As stated below, you have the right to require us to erase personal data.

Your Rights

Under the DPA you have the following rights:

- to obtain access to, and copies of, the personal data that we hold about you
- to require that we cease processing your personal data if the processing is causing you damage or distress
- to require us not to send you marketing communications

In accordance to the GDPR policy in effect from May 2018, you will also have the following additional rights:

- to require us to correct the personal data we hold about you if it is incorrect
 - to require us to erase your personal data
 - to require us to restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal)
 - to receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of you transmitting that personal data to another data controller
 - to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights
- Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

You can find out more about your rights under data protection legislation at www.ico.org.uk. If you are not satisfied with how we are processing your personal data, you can make a complaint to the UK Information Commissioner (www.ico.org.uk).

Contact Us

Please contact us if you have any questions about our privacy policy or information we hold about you:

Email us info@stanleyarts.org

Or write to us at: Data Protection, Stanley Arts, 12 South Norwood Hill, London SE25 6AB

This policy is reviewed annually by the Board of Trustees. This policy was last updated in June 2024.