

# THE EDGE



UNIVERSITY OF  
BATH

## **PRIVACY NOTICE**

We are committed to protecting your privacy online and to this end have developed the following privacy notice to deal with issues which may concern you. Please read the following information to understand how your personal information will be treated. This may change from time to time so please check it periodically.

## **OUR COMMITMENT TO YOUR PRIVACY**

Our secure server ensures that your personal details stay safe.

## **REGISTRATION**

The Edge at University of Bath uses Spektrix to process box office transactions. When you book online you will be asked to register as a current or new user. Online booking requires your email and a password of your choice to create a unique account. All your personal information (card details etc.) will only be entered into the secure area of the box office Spektrix site. Once your booking is complete you will receive an email confirmation to verify and confirm your booking.

## **LOGGING OFF**

There is no need to log off once you have completed your booking as the site, and your personal information will remain secure after your booking transaction is complete. This means if you would like to continue browsing the site and then decide to book for another production you will already be logged in. Once you close or exit the website you will be automatically logged off after a short period of time and you will need to re-enter your details if you would like to book again.

## **DATA PROTECTION**

The Edge takes the privacy of its customers very seriously. Please read the following to understand how we will treat your personal information when you use our site. We operate and are registered in accordance with current data protection legislation.

## **STORING DATA**

Any data you provide to The Edge in connection with signing up to our e-bulletins, creating an account or purchasing tickets, a membership or merchandise is stored on our secure Spektrix software which is password protected. Data is kept for the purpose of you re-logging in, purchasing or booking anything new in the future, or receiving any marketing emails you have signed up for. We annually remove any data from inactive accounts. An inactive account refers to one which has no bookings or purchases in the past 5 years and has not opened a marketing email from The Edge in 1 year.

Any data provided to The Edge via an online submission, competition or booking enquiry form is stored within our secure webhost, this data is used only for the purpose it was submitted for and any future communications regarding this specific use. The data provided is kept for a maximum of 3 years, in case we need to contact you about your enquiry, project or submission.

## **THE INFORMATION WE COLLECT**

In order to provide you with the best service we only collect personal information about you (for example your name, address, telephone number, email address and credit card details) when you specifically provide us with such information on a voluntary basis, for example when purchasing or enquiring about tickets online to process the transaction and fulfil your order.

Personal information will be held on our system and used for operational purposes such as the processing of bookings and for mailing list subscriptions.

## **MARKETING COMMUNICATIONS**

When you register to receive email bulletins and provide us with preferences we will store your email address together with any other information you may provide as part of the personalisation process. If you would like to revise the information provided to us at any time, or feel what we currently have on record is incorrect, you may update the information by updating your preferences in the **My Account** section of the website when you are logged in. Alternatively you can email [edge-info@bath.ac.uk](mailto:edge-info@bath.ac.uk) and we can update your record for you. If you would like to be removed from our mailing list you can click the unsubscribe link at the bottom of any marketing email you receive from us.

## **CONSENT**

By disclosing your personal information to us using this website or over the telephone, you consent to the collection, storage and processing of your personal information by The Edge in the manner set out in this Privacy Policy.

## **WHAT DO WE DO WITH YOUR PERSONAL INFORMATION?**

The Edge uses your personal information to fulfil the action you have requested of us, and to keep you informed about any specific bookings, enquiries or purchases you have made.

When purchasing tickets you are given the opportunity to opt in to receiving news and information from The Edge, you are also given the option to opt in to your details being shared with the artists/producers or organisers of the events that you book for. We will only pass on your personal information if the relevant permission has been given. In these instances, we supply your personal information for one-off use by the other arts organisations.

If you have chosen to receive them, we will also use your information to provide you with email bulletins and other email alerts keeping you up-to-date with relevant offers at The Edge. Each marketing email we send offers you the opportunity to unsubscribe, or you can ask us to do this, by emailing [edge-info@bath.ac.uk](mailto:edge-info@bath.ac.uk). We may also use the information to process any transactions you undertake with us and for internal administration and analysis. We do not sell, rent or trade your personal information to third parties for marketing purposes without your consent.

We will use the information that you provide to deal with your request or enquiry.

## **SENSITIVE PERSONAL DATA**

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not usually collect this type of information about our patrons unless there is a clear reason for doing so.

## **THIRD PARTIES**

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

To our own service providers who process data on our behalf and on our instructions (for example our ticketing system software provider). In these cases our contracts with them require that these third parties

comply strictly with our instructions and with data protection laws, for example around security of personal data.

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).

To specific named visiting companies whose performances you have attended. In these cases we will always ask for your explicit consent before doing so.

There are three legal bases under which we may process your data:

#### **CONTRACT PURPOSES**

When you make a purchase from us or make a donation to us, 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 cancellation of a show, or in the case of problems with your payment.

#### **LEGITIMATE BUSINESS INTERESTS**

In certain situations we collect and process your personal information 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.

#### **WITH YOUR EXPLICIT CONSENT**

Where you agree to us processing your personal information by submitting it to us for specific purposes.

#### **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 (for example to keep track of your basket) as well to provide website operators with information on how the site is being used.

We use cookies to keep track of your basket as well as to identify how the website is being used and what improvements we can make.

#### **YOUR DEBIT AND CREDIT CARD INFORMATION**

If you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS).

We optionally allow you to store your card details for use in a future transaction. This is carried out in compliance with PCI-DSS and in a way where none of our staff members are able to see your full card number. We never store your 3 or 4 digit security code.

#### **YOUR RIGHTS TO YOUR PERSONAL INFORMATION**

You have a right to request a copy of the personal information that we hold about 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.

THE EDGE BOX OFFICE

The Edge

PHONE: 01225 386 777

EMAIL: [edge-info@bath.ac.uk](mailto:edge-info@bath.ac.uk)

University of Bath,  
Claverton Down,  
Bath, BA2 7AY