

# 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 confidential.

### **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.

### **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.

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 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. You can also click the unsubscribe link at the bottom of any 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 sell you the tickets you request and keep you informed about the events you have purchased tickets for.

When purchasing tickets you are given the opportunity to opt in to receiving news and information from The Edge and other arts organisations. 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 email we send you offers you the opportunity to amend your preferences, 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 visiting companies whose performances you have attended if you have opted in to allow us to do so.

For analysis purposes, we may securely share your customer data with trusted third party The Audience Agency to better understand our audiences, as detailed in the data analysis and data

processing section below.

### **Data analysis and data processing:**

We may analyse data that we hold about you (such as past ticket purchase history) to help us ensure that the content and timing of communications that we send you by post or email are as relevant to you as possible. To allow us to understand more about who we attract to our events and activities, we may undertake data analysis and profiling of our customer database. This provides us with generalised information on our audiences, helping us to understand the geographic and demographic trends of the people who participate in what we do. Profiling helps us to understand which segments of our audience database to contact with information about a particular show or exhibition offered by The Edge. This allows for our marketing to be more effective at giving the right information to the most relevant customers. Profiling is undertaken for The Edge by The Audience Agency. This process involves The Edge securely sharing customer data with The Audience Agency who may use it only for the purposes we specify, and additionally may use anonymized data for inclusion in its Audience Finder service, which has been commissioned by Arts Council England. The Audience Agency's privacy policy and GDPR fact sheet are available by following these links: <https://audiencefinder.org/audience-finder-privacy-notice/> and <https://www.theaudienceagency.org/gdpr-fact-sheet-for-audience-finder-show-stats-users>. You have the right to object to this processing at any time. If you wish to object, please contact [s.cooper@bath.ac.uk](mailto:s.cooper@bath.ac.uk).

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

#### **1. 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.

#### **2. 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.

#### **3. 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**

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Claverton Down,  
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**PHONE:** 01225 386 777

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