



BACKGROUND:

The REP understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, www.birmingham-rep.co.uk or www.birmingham-box.co.uk (“our sites”) and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our sites. If you do not accept and agree with this Privacy Policy, you must stop using our site immediately.

1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

“Account”	means an account required to access and/or use certain areas and features of Our Site;
“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 13, below;
“Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;]
“personal data”	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the [Data Protection Act 1998] OR [EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”)]; and
“We/Us/Our”	means Birmingham Repertory Theatre (The REP), a limited company registered in England under company number 295910, and registered charity no 223660, whose registered address is 6 Centenary Square, Birmingham B1 2EP and whose main trading address is as above

2. Information About Us

2.1 Our e-commerce site is owned by us and operated by SeatGeek Enterprise



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UK, a limited company registered in England under company number 7178427, whose registered address is 37 Broadhurst Gardens London NW6 3QT and whose main trading address

Our VAT number is 555090641

- 2.2 Our Data Protection Officer is Trina Jones, and can be contacted by email at generalmanager@birmingham-rep.co.uk, by telephone on 0121 245 2000, or by post at The REP, 6 Centenary Square, Birmingham B1 2EP
- 2.3 We are regulated by ICO
- 2.4 We are a member of UK Theatre
- 2.5 We are registered with the Fundraising Regulator

3. **What Does This Policy Cover?**

This Privacy Policy applies only to your use of our site. Our site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

4. **Your Rights**

- 4.1 As a data subject, you have the following rights under the GDPR, which this Policy and our use of personal data have been designed to uphold:
 - 4.1.1 The right to be informed about our collection and use of personal data;
 - 4.1.2 The right of access to the personal data we hold about you (see section 12);
 - 4.1.3 The right to rectification if any personal data we hold about you is inaccurate or incomplete (please contact us using the details in section 14);
 - 4.1.4 The right to be forgotten – i.e. the right to ask us to delete any personal data we hold about you (we only hold your personal data for a limited time, as explained in section 6 but if you would like us to delete it sooner, please contact us using the details in section 14);
 - 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
 - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
 - 4.1.7 The right to object to us using your personal data for particular purposes; and
 - 4.1.8 Rights with respect to automated decision making and profiling.
- 4.2 If you have any cause for complaint about our use of your personal data, please contact us using the details provided in section 14 and we will do our best to solve the problem for you. If we are unable to help, you also have the



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right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

- 4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

5. What Data Do We Collect?

Depending upon your use of our Site, We may collect some or all of the following personal and non-personal data (please also see section 13 on our use of Cookies and similar technologies)

- 5.1 name
- 5.2 date of birth (for age-related membership schemes only)
- 5.3 gender
- 5.4 business/company name
- 5.5 job title
- 5.6 profession
- 5.7 contact information such as email addresses and telephone numbers
- 5.8 demographic information such as post code, preferences, and interests
- 5.9 financial information such as credit / debit card numbers (last 4 digits only)
- 5.10 IP address
- 5.11 web browser type and version
- 5.12 operating system
- 5.13 a list of URLs starting with a referring site, your activity on our site, and the site you exit to

6. How Do We Use Your Data?

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with our obligations and safeguard your rights under the GDPR at all times. For more details on security see section 7, below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data (e.g. by subscribing to emails), or because it is in our legitimate interests. Specifically, We may use your data for the following purposes:
 - 6.2.1 Providing and managing your Account
 - 6.2.2 Providing and managing your access to Our Site
 - 6.2.3 Personalising and tailoring your experience on Our Site



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- 6.2.4 Supplying our product and services to you (please note that We require your personal data in order to enter into a contract with you)
 - 6.2.5 Personalising and tailoring our products and services for you
 - 6.2.6 Replying to emails from you
 - 6.2.7 Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by going into your account and selecting the opt out box)
 - 6.2.8 Market research
 - 6.2.9 Analysing your use of our site and gathering feedback to enable us to continually improve our site and your user experience
- 6.3 With your permission and/or where permitted by law, we may also use your data for marketing purposes which may include contacting you by email or telephone or post with information, news and offers on our products or services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that we fully protect your rights and comply with our obligations under GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.4 Third parties whose content appears on our site may use third party Cookies, as detailed below in section 13. Please refer to section 13 for more information on controlling Cookies. Please note that we do not control the activities of such third parties, nor the data they collect and use and advise you to check the privacy policies of any such third parties.
- 6.5 As a charity, we aim to fundraise as effectively and efficiently as possible, maximising the potential of donations and grants we receive and ensuring that the generosity of our donors and funders has the greatest impact. Developing a better understanding of our audiences and supporters through their personal data allows us to improve our service and make better decisions, helping us to achieve our mission. If you would like further information about how our fundraising team may use your personal data, please contact our Head of Fundraising by emailing rachel.cranny@birmingham-rep.co.uk
- 6.6 You have the right to withdraw your consent to us using your personal data at any time, and to request that we delete it.
- 6.7 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following period: 7 years.

7 How and Where Do We Store Your Data?

- 7.5.1 We only keep your personal data for as long as we need to in order to use it as described above in section 6, and/or for as long as we have your permission to keep it.
- 7.5.2 Your data will only be stored in the UK

Data security is very important to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Site.



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7.5.3 Steps we take to secure and protect your data include:

The Data itself is on SQL server accessed using windows authentication. Access to the SQL Servers is restricted to key personnel within seatgeek, the server infrastructure has its own domain and access to that again is restricted to authorised personnel only and requires 2 factor authentication on login

8 Do We Share Your Data?

6.1 We may share your data with other companies in our group for marketing purposes. This includes our holding company and its subsidiaries.

8.5.1 We may sometimes contract with third parties to supply products and services to you on our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.

8.5.2 We may compile statistics about the use of our site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.

8.5.3 The third party data processors used by Us and listed below are located] **OR** We may sometimes use third party data processors that are located] outside of the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Where We transfer any personal data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the Data Protection Act 1998 **OR** GDPR including:

- As part of our Arts Council England National Portfolio Organisational agreement we share data with other NPOs we have partnered with. This is currently facilitated via Showstats, an online secure tool that allows touring companies and venue organisations to see and analyse their audience data across a tour or on a production-by-production basis.
- The Audience Agency - London – via secure dirtect link to box office system
- Central Mailing Services - Midlands UK -
- Baker Goodchild -Midlands UK
- Mailchimp - online . . .
- World Pay . . . UK
- STUNN - Midlands – UK
- Tek Response - midlands UK



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8.5.3.1.1 ; Data management agreements in place – third party companies we deal with are GDPR compliant

8.5.4 In certain circumstances, we may be legally required to share certain data held by us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal requirements, a court order, or a governmental authority.

9 What Happens If Our Business Changes Hands?

9.5.1 We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Any personal data that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by us.

9.5.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will not, however, be given the choice to have your data deleted or withheld from the new owner or controller.

10 How Can You Control Your Data?

10.5.1 In addition to your rights under the GDPR, set out in section 4, or when you submit personal data via our site, you may be given options to restrict our use of your data. In particular, we aim to give you strong controls on our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from us which you may do by unsubscribing using the links provided in our emails and at the point of providing your details and by managing your Account.

10.5.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

11 Your Right to Withhold Information

11.5.1 You may access certain areas of Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.

11.5.2 You may restrict our use of Cookies. For more information, see section 13 and Our Cookie Policy.

12 How Can You Access Your Data?

You have the right to ask for a copy of any of your personal data held by Us (where



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such data is held). Under the GDPR, no fee is payable and we will provide any and all information in response to your request free of charge. Please contact us for more details at generalmanager@birmingham-rep.co.uk or using the contact details below in section 14. Alternatively, please refer to Our Data Protection Policy

13 Our Use of Cookies

13.5.1 Our site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of our site and to provide and improve our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times. These cookies are essential for site functionality

Third Party Cookies

By using our site you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than us. Third party Cookies are used on our site for Third-party cookies are added when we embed content from service providers e.g. ISSUU, Twitter and You Tube. We cannot stop those cookies from being created, however, you can control them using your browser's cookie settings.. For more details, please refer to section 6, above, and to section 13.6 below. These Cookies are not integral to the functioning of our site and your use and experience of our site will not be impaired by refusing consent to them.

13.5.2 All Cookies used by and on our site are used in accordance with current Cookie Law.

13.5.3 Before Cookies are placed on your computer or device, you will be shown a pop-up notice requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of our site may not function fully or as intended. You will be given the opportunity to allow only first party Cookies and block third party Cookies.

13.5.4 Certain features of our site depend on Cookies to function. Cookie Law deems these Cookies to be "strictly necessary". These Cookies are shown below in section 13.6. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them.
You may still block these Cookies by changing your internet browser's settings as detailed below in section 14.5, but please be aware that our site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

13.5.5 The following first party Cookies may be placed on your computer or device:



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Name of Cookie	Purpose	Strictly Necessary
JSESSIONID	The REP Java Session ID: this cookie is required for the operation of our site. It enables the communications channel with the web application. Expires at the end of your session	YES
eb560aa7-a3ade711-80d3-00505601006a	The REP System Session: this variable holds the session identifier in our booking management and sales system Expires when you close your browser	YES
JSESSIONID	WorldPay Payment Gateway: this cookie is required for the operation of our site. It enables the communications channel with the payment gateway. Expires at the end of your session	YES
BlGipServerpool_EComm	WorldPay Payment Gateway: this cookie holds the business identifier for a valid check out process with the payment gateway. Expires at the end of your session	YES

and the following third party Cookies may be placed on your computer or device:

Name of Cookie	Provider	Purpose
guest_id	Twitter	Twitter Share Button: this cookie is used to identify the user temporarily until they log into their Twitter account.
personalization_id	Twitter	Twitter feed widget: this variable is used to customise Twitter's widget.
__widgetsettings	Twitter	Twitter feed widget: this variable is used to customise Twitter's widget.
local_storage_support_test	Twitter	Twitter test: this variable is used to store testing values.



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_ga	Twitter	Google Analytics Cookie: this cookie provides us with feedback on how you move through our Twitter. All data collected is anonymous.
_gid	Twitter	Google Analytics Cookie: this cookie is used to run analytics functionality
_gat	Twitter	Google Analytics Cookie: this cookie is used to run analytics functionality.
CONSENT	Google Map	Google Static Content: this cookie is used to manage static content from Google such as JavaScripts, fonts and maps and on a cookie-free domain (gstatic.com) to avoid proxies refusing to cache the components
NID	Google Map	Google Static Content: this cookie collects information on your preferences to help customise maps and advertisements on other Google properties, such as Google Maps and Search.
CONSENT	Google YouTube	Google YouTube: this cookie is used to manage video content from Google.
NID	Google YouTube	Google: this cookie collects information on your preferences to help customise maps and advertisements on other Google properties, such as Google Maps and Search
1P_JAR	Google YouTube	Google YouTube: this cookie is used to manage video content from Google
OTZ	Google YouTube	Google YouTube: this cookie is used to manage video content from Google
PREF	Google YouTube	Google YouTube: this cookie is used to manage preferences in YouTube.
VISITOR_INFO1_LIVE	Google YouTube	Google YouTube: this cookie is used to identify the user with a guest account in YouTube
YSC	Google YouTube	Google YouTube: this cookie is used to manage video content from YouTube
csrftoken	Wedding Dates plugin	Wedding Dates content: this cookie holds our website's reference
sessionid	Wedding Dates plugin	Wedding Dates content: this cookie holds a session policy/ identifier
_ga	Wedding Dates plugin	Google Analytics Cookie: this cookie provides us with feedback on how you move through our Wedding Dates. All data collected is anonymous
_gid	Wedding Dates plugin	Google Analytics Cookie: this cookie is used to run analytics functionality
_gat	Wedding Dates plugin	Google Analytics Cookie: this cookie is used to run analytics functionality
__qca	Issuu widget	Issuu Testimonial: this cookie holds our website's reference.
iutk	Issuu widget	Issuu Testimonial: this cookie holds an event's unique identifier.
tuuid, tuuid_last_upda	Issuu widget	ad.360yield.com: These cookies, provided by Improve Digital, Inc., holds anonymous information from this website to help select



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te, um, umeh		advertising or content that is relevant to you when you visit third party websites
bku, loc, mus, na_id, na_tc, uid, uvc, na_sc_x	Issuu widget	.addthis.com: These cookies, provided by Clearspring Technologies Inc., are used in conjunction with the Add This Button to enable you to share our content through email, social networking sites, blogs and more
APID, CS1, IDSYNC, JEB2, adaptv_unique_ user_cookie, ctsSegments, rtbData0, userData	Issuu widget	.advertising.com: These cookies, provided by ONEbyAOL, are used for advertising purposes. Personalization may be informed by various factors such as the content of the site or app you are using, information you provide, historical searches you conduct, what your friends or contacts recommend to you, apps on your device, or based on your other interests
dspuuid-D66, dspuuid-D7, uuid	Issuu widget	.angsrvr.com: These cookies, provided by Falk Technologies AG, holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites
c, tuuid, tuuid_last_upda te	Issuu widget	.bidswitch.net: These cookies, provided by BidSwitch, holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites.
V, pb_rtb_ev, sto-id-20480-bh	Issuu widget	.contextweb.com: These cookies, provided by PulsePoint Inc., holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites.
demdex, dextp, dpm	Issuu widget	.demdex.net: These cookies, provided by Adobe Data Analytics Cloud, holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites.
kuid	Issuu widget	.krxd.net: These cookies, provided by Krux Digital Inc. (parent company Salesforce), holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites
na_id, na_tc	Issuu widget	.nexac.com: These cookies, provided by Datalogix (parent company Oracle), holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites
d, mc	Issuu widget	.quantserve.com: These cookies, provided by Quantcast Corporation, holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites
drtn146496391 1, rlas3, rtn1-z	Issuu widget	.rlcdn.com: These cookies, provided by LiveRamp Inc. (parent company Acxiom Corporation), holds



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		anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites
TestIfCookieP, csync, pdomid, pid, vs	Issuu widget	.smartadserver.com: These cookies, provided by Smart AdServer, holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites
audience, opt_out-0	Issuu widget	.spotxchange.com: These cookies, provided by SpotX, Inc. holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites
QNCS, RHYT, SERVERID	Issuu widget	.switchadhub.com: These cookies, provided by Switch Concepts Ltd., holds anonymous information from this website to help select advertising or content that is relevant to you when you visit third party websites

13.5.6 Our Site uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to better understand how our site is used. This, in turn, enables us to improve our site and the products and services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of our site, it does enable us to continually improve our site, making it a better and more useful experience for you.

13.5.7 The analytics service used by our site uses Cookies to gather the required information.

13.5.8 The analytics service used by our site uses the following Cookies:



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Name of Cookie	First / Third Party	Provider	Purpose
IDE	third	Google	Google DoubleClick: this cookie is used to tell us what sections of their sites you are browsing. This information belongs to the website owner only
DSID	third	Google	Google DoubleClick: this cookie is used to tell us what sections of their sites you are browsing. This information belongs to the website owner only
__ga	third	Google	Google Analytics Cookie: this cookie provides us with feedback on how you move through our Site. All data collected is anonymous
__gid	third	Google	Google Analytics Cookie: this cookie is used to run analytics functionality
__gat	third	Google	Google Analytics Cookie: this cookie is used to run analytics functionality
fr	third	Facebook	Facebook: this cookies holds anonymous information from this website to help select advertising or content that is relevant to you when you visit Facebook
oo	third	Facebook	Facebook: this cookie holds the opt-out indicator. When its value is 1 (true) then Facebook should ignore this page's activity.

13.5.9 In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

13.5.10 You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access our site more quickly and efficiently including, but not limited to, login and personalisation settings.

13.5.11 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

13.5.12 Most web browsers allow some control of most cookies through the browser settings. Find out how to manage cookies on popular browsers:

- [Apple Safari](#)
- <https://support.apple.com/kb/ph21411>
- [Google Chrome](#)
- <https://support.google.com/accounts/answer/61416>
- [Microsoft Edge](#)
- <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- [Microsoft Internet Explorer](#)



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- <https://support.microsoft.com/en-gb/help/17442>
[Mozilla Firefox](#)
- <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-websitepreferences>
- [Opera](#)
<https://www.opera.com/help/tutorials/security/privacy/>

14 Contacting Us

If you have any questions about our Site or this Privacy Policy, please contact Us by email at generalmanager@birmingham-rep.co.uk, by telephone on 0121 245 2000, or by post at 6 Centenary Square, Birmingham B1 2EP. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 12, above).

15 Changes to Our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on our site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our site following the alterations. We recommend that you check this page regularly to keep up-to-date.