



## **Privacy Statement**

### **What information do we collect?**

Full House Theatre collects information about the number of participants, their ages, gender and ethnicity as well as verbal and written feedback from both adults and children. For funding purposes (to prove we are reaching the right participants) we will collect addresses including postcodes. You can choose not to give us certain information.

Full House Theatre will collect the names, postal addresses and email addresses of our supporters for such purposes as to send out our e-newsletter (if chosen to receive this) to send out promotional material (both electronic and printed) about our projects and shows.

Full House Theatre collects information about those who visit our website via Google Analytics and Facebook. The information that is collected is anonymous.

With consent, Full House Theatre collects and retains photo's and video's of participants and audiences during performances and workshops.

### **Who is collecting this information and how?**

Full House Theatre staff will collect information through printed forms used at one of our shows or during one of our projects, or through our online booking system. We will enter the information into electronic databases which are stored securely in our company files located on SharePoint within Microsoft Office 365 cloud storage. [Click here for Microsoft's privacy policy.](#)

#### **MailChimp**

Full House Theatre uses MailChimp to collate the names, postal addresses and email addresses of our subscribers when they sign up to our newsletter via our sign up form on our website. MailChimp is an online marketing platform for small businesses. [Click here for the MailChimp privacy policy.](#)

#### **Eventbrite**

Full House Theatre uses Eventbrite to collect the names, postal addresses, email addresses and photo consent of our audiences when they book to see a show or take part in a workshop. Eventbrite is an event management and ticketing website. [Click here for the Eventbrite privacy policy.](#)

#### **Google Analytics**

Our website uses Google Analytics. Google Analytics uses cookies to collect information about how visitors use our site. The cookies collect information in an anonymous form that does not identify a visitor,



including the number of visitors to the site, where visitors have come to the site from and the pages they visited. To opt out of being tracked by Google Analytics across all websites visit the Google site. [Click here for an overview of privacy at Google](#)

### Facebook Adverts

Our website uses a Facebook pixel to track any users coming from one of our Facebook Adverts. The cookies collect information in an anonymous form that does not identify a visitor but helps us to understand user behaviour on Facebook and our website. [Click here for the Facebook privacy policy.](#)

### **Why do we collect this information?**

Full House Theatre uses Microsoft Office 365 and Barracuda Software to ensure the information we hold is safe and secure.

Through the Eventbrite platform we are able to issue tickets to shows and workshops as well as communicate with our audiences where necessary e.g. change of venue or show cancellation.

By using MailChimp we are able to send out our e-newsletter to all our wonderful supporters.

We use the information processed by Google Analytics and Facebook to compile reports and to help us improve our website, for example by making sure users are finding what they need easily.

### **How will this information be used and / or shared?**

We will never sell your data and we promise to keep your details safe and secure.

As a registered charity we are able to deliver our brilliant projects only because we receive vital funding from a variety of trusts and foundations. When working with a funder to deliver a project we will only collect information about project participants which is necessary to the successful running of the project. Some of this information will be personal data such as name, address, age, ethnicity and gender. However we will not share full names, full addresses. Personal data will be made anonymous as much as possible e.g. not providing the names of participants or a full postal addresses only a postcode.

Photo and video consent gives Full House Theatre full rights to use the images resulting from the photography/video filming, and any reproductions or adaptations of the images for promotional or publicity purposes by Full House Theatre, the photographer and by our funders. This might include (but is not limited to), the right to use them in their printed and online publicity, social media, press releases and funding applications and reports.



Additionally, our website uses cookies to improve your experience while you're with us, for traffic analytics, and advertising. No personal information is shared or stored. Please see our [cookie policy](#) for more information.

### **16 or under?**

If you are aged 16 or under, please obtain your parent/guardian's permission before providing any personal information to Full House Theatre.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you are linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

### **How you can access and update your information**

You should find it easy to access and amend the personal information that we hold on you, or request that we stop contacting you. It's your data and we want to make sure you feel in control of it. You can contact us using the details below.

If you receive our e-newsletter you can amend your personal details and email contact preferences at any time. Simply click on the links provided in the footer of the e-newsletter to unsubscribe or update your preferences.

Or, if you prefer, you can contact us by phoning, emailing, or writing using our contact details below.

Full House Theatre Registered Charity Number: 1165541

Call: 01525 630783

Email: [info@fullhouse.org.uk](mailto:info@fullhouse.org.uk)

Address: 12 Kings Arms Yard, Church Street, Ampthill, Bedfordshire, MK45 2PJ

### **Review of this Policy**



This notice was updated in May 2021. It may be updated to take into account changes at Full House Theatre or to reflect changes to regulation or legislation.