

Full House Theatre Privacy Policy

Key details:

- Approved by board: 14th July 2026
- Policy became operational on: May 2018
- Next review date: June 2027

1. Purpose of our Privacy Statement

Under the UK General Data Protection Regulation, we are required to explain to you why we ask for personal data about you, how we intend to use the information you provide and whether we will share this with anyone else.

2. Who are we?

Full House Theatre is a registered Charity Incorporated Organisation (CIO) number 1165541, registered address: 12 Kings Arms Yard, Church Street, Ampthill, Bedfordshire, MK45 2PJ.

For further information about ICO's <https://www.gov.uk/government/publications/charitable-incorporated-organisations/practice-guide-14a-charitable-incorporated-organisations>

Our vision is for every child to hold treasured memories of theatre. With our audience at the heart of our work, we carefully craft, programme and develop theatre and performance projects for, by and with children and young people. We exist to enrich young creative minds, delight young audiences, and nurture a lifelong connection with the arts.

Full House is committed to listening and responding to the needs of our audience, reaching out to all corners of the community to create lasting memories.

3. How to contact us

If you have any concerns or questions about our use of your personal data, you can contact us by writing to Full House Theatre, 12 Kings Arms Yard, Church Street, Ampthill, Bedfordshire, MK45 2PJ or harriet@fullhouse.org.uk or call 01525 630783.

To opt-out from receiving information from us, please email your full name and postcode to info@fullhouse.org.uk with "Opt-Out" in the subject line. We will process your request within 5 working days and ensure that your data is removed from our records. We will also ask any partners we have shared your data with (with your permission) to do the same.

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.

If you have a complaint about the way we handle your personal data. You can download and complete our Data Complaints Form from: <https://fullhouse.org.uk/wp-content/uploads/2026/06/Full-House-Theatre-Data-Complaint-Form.docx>

You also have the right to complain to the Information Commissioner's Office (the "ICO") if you are not satisfied with the way we use your information. You can contact the ICO by writing to Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

4. Why are we collecting your information?

We collect information about you when you fill in our feedback cards after shows, sign up to email updates on <https://fullhouse.org.uk>, Eventbrite or Ticket Tailor, or opt in to partner venues sharing your data with us. We use this to supply you with the latest information about Full House Theatre, keep in touch with you and let you know about future performances, workshops and events. We also use your information for our own

marketing and fundraising purposes (e.g. audience segmentation) to meet our requirements to use our charitable resources effectively, report to our funders and to offer you a better experience. We may also collect information on your needs, ethnicity, age and gender so that we can make our performances and workshops more accessible and inclusive.

5. What information are we collecting?

The only information we collect about you is the information that you provide to us via cookie tracking, email sign-up or when filling in feedback forms after performances or workshops. We may also collect information about you through online/offline surveys, email lists from venues and social media interactions.

Some of the information which we collect will be special categories of personal data (also called sensitive personal data), which includes information about your age, gender, disability and racial or ethnic origin. This is collected for us to monitor how diverse and inclusive we are as an organisation and to make our future performances or workshops more accessible and inclusive. It also helps us provide better and more tailored audience experiences, better reflecting your needs. By providing us with this information, you consent to our use of this information for this purpose.

With your consent, Full House Theatre collects and retains photographs and videos of participants and audiences during performances and workshops for use in printed and online publicity, social media, press releases and funding applications and reports.

6. What we are going to do with your information

The information you provide to us will be used for the following purposes:

- It will be stored and used by us in accordance with this privacy statement and also in accordance with your rights under the UK General Data Protection Regulation (UK GDPR), Privacy and Electronic Communications Regulation and the Data (Use and Access) Act.
- It will be collected and used by us fairly and openly for the purpose of marketing and evaluation
- It will allow us to provide communications, workshops, shows and other services which are tailored to your needs
- It will allow us to make contact with you in the most appropriate way. For example, we can provide visual stories for people with accessible learning needs; or in an alternative language if English is not your first language.

7. What is the legal basis for using your information?

In accordance with the data protection laws, we need a "legal basis" for collecting and using information about you. There are a variety of different legal bases for processing personal data which are set out in the data protection laws.

The lawful basis that we rely on in order to use the information which we collect about you for the purposes set out in this notice will be:

- you have provided consent to our use of your information; and
- using your information is necessary for us to comply with a legal obligation to which we are subject.

The lawful basis that we rely on in order to use your special categories of personal data which we collect about you, is that you have provided your explicit consent to our use of your information.

8. Sharing your information

It may be necessary to share information about you with our contractors and sub-contractors in order to provide you with the services in accordance with the contract between us. We will only share information about you with the contractors and sub-contractors which is relevant and necessary to address your individual needs. The contractors and sub-contractors shall be contractually required to ensure that they adhere to the security requirements imposed by the UK General Data Protection Regulations (as applicable). Our contractors and sub-contractors will not share your information with any other parties and will only be able to use the information when completing work on behalf of Full House Theatre.

We may also be required to share your information with our regulators (such as the Charities Commission), who have permitted access to this information by law, and with other organisations with whom there is a legal obligation to share information. We also share information with our funders (such as Arts Council England) in order to meet our contractual obligations.

9. Cookie Statement

Full House Theatre website uses cookies. This statement explains what cookies are and why we use them.

Full House cookies policy <https://fullhouse.org.uk/wp-content/uploads/2026/08/Full-House-Theatre-Cookie-Policy-2026.pdf>

What are cookies?

Cookies are small data files that are stored on your computer or mobile device when you visit a website. Cookies are widely used by online service providers in order to e.g. make their websites or services work. The cookies we use on our website won't collect personal, identifiable information about you and we won't disclose information stored in cookies that we place on your device, to third parties. The cookies we send to your device only relate to your use of our website; they don't have any other effect on your device.

Full House Theatre collects anonymous information about those who visit our website via Google Analytics and Facebook. Clear instructions to opt out are provided.

Cookies from third-party websites

A limited number of pages on our website use content embedded from third-party websites. These third-party websites may send cookies to your device. We encourage you to read the privacy statements on the other websites you visit. 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. You can opt out of these by using the Cookie Consent pop-up on entry to the website.

10. Transferring your information abroad

By using Mailchimp as our newsletter distributor data is transferred to their US data storage warehouses outside of the European Economic Area. Mailchimp is certified under the UK-US Data Privacy Framework (DPF), including the UK Extension. You can verify Mailchimp's certification status on the official [Data Privacy Framework website](#). Look for "The Rocket Science Group LLC d/b/a Mailchimp" under Intuit's certification.

Mailchimp is also certified under:

- EU-US Data Privacy Framework
- Swiss-US Data Privacy Framework

By using Ticket Tailor as our show and workshop booking provider, data may be transferred outside of the European Economic Area through their third-party sub-processors. You can view a list of the sub-processors and the data they use at <https://www.tickettailor.com/legal/gdpr-third-parties>

11. Security of your information

The information that you provide will be stored securely on our systems and if this is in physical form, under lock and key. Our security measures and procedures reflect the seriousness with which we approach security and the value we attach to your information.

Only relevant members of staff will access the information you provide to us.

12. Storing your information and deleting it

Full House Theatre will enter the information into electronic databases which are stored securely with password access, in our company files located on SharePoint within Microsoft Office 365 cloud storage. [Click here for Microsoft's privacy policy.](#)

We may also collect and store your information via GoogleForms on GoogleDrive. Only relevant members of staff will have access to this form and the data will be deleted once transferred to an electronic database stored securely on SharePoint.

All information to be held securely for 7 years unless you instruct us to remove your data from our files. At the 7-year point, we follow the 'delete data procedure' to ensure destruction of data is thoroughly completed.

13. Your rights

In relation to the information which we hold about you, you are entitled to:

- Ask us for access to the information
- Ask us to rectify the information where it is inaccurate or is incomplete
- Ask us to erase the information and take steps to ask others who we have shared your information with to also erase it
- Ask us to limit what we do with your information
- Object to our use of your information and ask us to stop that use
- Instruct us to provide you with the information we hold about you in a structured and commonly used format or transmit that information directly to another organisation

Our obligations to comply with the above rights are subject to certain exemptions, e.g. retention of data for HMRC and safeguarding purposes. Where we are using your information with your consent, you are entitled to withdraw your consent at any time. The lawfulness of our use of your information before consent was withdrawn is not affected.

Visitors to our website under 13

The [Age Appropriate Design Code](#) developed in the UK restricts the age of consent to 13 for online services. Online, as defined by the Information Society Services (ISS), includes social media, messaging, news and education services, sales offering goods or services. If you are under the age of 13, you will need your parent or guardian's consent with Parental Responsibility before providing personal information to Full House Theatre which we may hold.

Holding / use of personal data for minors.

Under GDPR Article 8, the age of consent, i.e. when a child is required or able to give their consent for the processing of their own data, is 16. Under this age, consent is required from an adult with Parental Responsibility.

A child with consent given by an adult with parental responsibility can withdraw their consent once they exceed the age of consent. If a child of age gives consent, a holder of Parental Responsibility can withdraw consent if they feel the child has not the capacity to fully understand the request for consent. (This also applies to a vulnerable adult who might not understand what they are giving consent for).

A child as a subject of research is able to request erasure as they get older and circumstances change. They must be aware if their data is still in use. Any request by a child of appropriate consent age (16) for erasure of data will be honoured.

You have the right to withdraw consent at any point.