

## Leicester Dance Theatre/Aakash Odedra Company - Privacy Policy

At Leicester Dance Theatre/Aakash Odedra Dance Company we are committed to protecting your personal information and being transparent about what information we hold about you.

Using personal information allows us to deliver our programmes and provide you with relevant information about the work that we do.

The purpose of this policy is to give you a clear explanation how we collect information from you directly and how we use it. We use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains:

- **What information we may collect about you**
- **How we may use that information**
- **In what situations we may be required to disclose your details to third parties**
- **Our use of cookies to improve your use of our website**
- **Information about how we keep your personal information secure, how we maintain it and your rights to access it**

If you have any queries about this policy, please contact the General Manager at Leicester Dance Theatre/Aakash Odedra Company at: [admin@akashodedra.com](mailto:admin@akashodedra.com)

## Who We Are

Leicester Dance Theatre/Aakash Odedra is a company limited by guarantee (registered at Companies House no. 09486100). applying for charitable status. Leicester Dance Theatre/Aakash Odedra is applying for charitable status.

## Information Collection

We collect various types of information and in a number of ways:

### Information you give us

For example, when you register for one of our workshops, subscribe to our mailing list, participate with/or volunteer for us, or make a donation, we'll store the personal information you give us such as your name, email address, postal address, telephone number and bank information, where applicable. We will also store a record of your payments and/or donations.

### Information about your interactions with us

For example, when you visit our website, we collect information about how you interact with our content and pages. When we send you an email we store a record of this, and in the case of emails containing our newsletter, we keep a record of which ones you have opened and which links you have clicked on.

### 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 collect this type of information about our patrons unless there is a clear reason for doing so, such as data gathering for surveys.

## Photography

When you attend events, we may take photographs of the audience group which may include identifiable individuals. These photographs could be used for several different purposes, including marketing, reporting and archiving. We will always give notice of photography at our events, our photographers will be clearly identifiable, and we will provide details to enable you to opt out of any photography. Photographs will not be linked to individuals by name without prior consent.

### The purpose of processing your data

We only collect information that we need in order to carry out our business. We need personal details from you in order to fulfil our obligations to you. This includes providing you with information about the organisation, your interaction with us on projects, and may also extend to understanding how best to support you as our audience.

## Legal basis

There are four basis under which we may process your data:

### Contract purposes

When you join one of our workshops or make a donation to us, you are entering into a contract with us. To perform this contract, we need to process and store your data. For example, we may need to contact you by email or telephone to organise participation in our programmes, 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 take care to ensure that this does not override your personal interest.

### With Your Explicit Consent

For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

### Legal Obligation

In some cases, the processing of your personal information is necessary for us to comply with the law during the delivery of our programmes. This might include emergency contact, background checks, and health and medical information.

## Marketing Communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what events you have participated in in the past, as well as any preferences you may have told us about.

We use our legitimate organisational interest as the legal basis for communications by post and email. In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. In the case of email, we will give you an opportunity to opt out of receiving them during your first interaction with us. If you do not opt out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact details at the end of this policy.

We may also contact you about our work by telephone, however we will always get explicit consent from you before doing this. Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your participation in various programmes (see above).

## Other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.

We may analyse data we hold about you in order to identify and prevent fraud.

We may use profiling techniques or third party wealth screening and insight companies to provide us with information about you that will help us to communicate in a relevant way with you, in particular when we are approaching you about potential philanthropic support. Such information is compiled using publicly available data about you. If we contact you, you will have the option to not be contacted again or have your details removed from our database.

In order to process your information for the execution of background checks or for employment/volunteering opportunities.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by our own interests. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

## **Third parties**

There are circumstances under which we may disclose your personal information to third parties.

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).

We may also receive your personal information from third parties in the following instance:

Where we have partnered with a third-party organisation or service provider to ask you to fill in a booking form with personal details, e.g. Google Forms, or your payment details to purchase tickets, e.g. Eventbrite. In these cases, we use third-party organisations or service providers that comply strictly with data protection laws, for example around security of personal data. We will only use this data for contacting you about the relevant activity for which you have shared your contact details. For example, we may contact you by the email address you used to book for a Leicester Dance Theatre/ Aakash Odedra event on Eventbrite in order to send you information about the event and any similar future events.

## **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 as well to provide website operators with information on how the site is being used.

We use cookies and analytics software 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 bank, PayPal, or 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.

## **Maintaining your personal information**

We store indefinitely the personal information that you give us, including your name, email address, postal address, telephone number, contact preferences and a record of any donations you make. We store this information in order to be able to link any donations you make directly to us back to a single unique record that we hold for you on our system.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

You can contact us to request access to your data and if there are aspects of your record that are inaccurate or that you would like to remove, contact us directly. Contact details are provided at the end of this policy.

## **Security of Your Personal Information**

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

## **Your Rights to Your Personal Information**

You have the right to request a copy of the personal information that we hold on 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 for our legitimate organisational interests.

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