

## **BLOOMSBURY FESTIVAL: PRIVACY POLICY**

### **Introduction**

Bloomsbury Festival is committed to protecting your personal information. This policy provides detailed information on when and why we collect your personal information, how we use it and how we keep it secure.

Aside from helping us deliver exceptional events each year and take our work to new audiences, some of the information you share with us means you'll receive more personalised and rewarding communications from us about the things that you are interested in.

You can register with Bloomsbury Festival at any time on our [Sign-Up Page](#).

### **Who are Bloomsbury Festival?**

Bloomsbury Festival is a Registered charity No. 1149001 & Limited Company registered in England & Wales No. 0797 7987. Our postal address is:

Bloomsbury Festival  
Bedford House Community Centre  
35 Emerald Street  
London WC1N 3QW

We can be contacted by email: [info@bloomsburyfestival.org.uk](mailto:info@bloomsburyfestival.org.uk)

If you have questions regarding your information or its use, please contact Kate Anderson by email, [Kate@bloomsburyfestival.org.uk](mailto:Kate@bloomsburyfestival.org.uk)

### **How do we collect your personal information?**

Bloomsbury Festival collects your personal data when you decide to communicate or interact with us in any of the following ways:

- You apply for a job with an application form or CV
- You apply for a creative opportunity with an proposal or CV
- You use our website, [www.bloomsburyfestival.org.uk](http://www.bloomsburyfestival.org.uk)
- You complete an online or paper feedback form
- You contact us via email
- You subscribe to our mailing list
- You interact with us via social media
- You support Bloomsbury Festival by making a donation
- You told a third-party that you are happy for us to have your data.
- You are in a photograph/film commissioned by Bloomsbury Festival

*This privacy policy doesn't cover data in relation to being an employee, trustee, supplier or freelance with whom we are working or in discussion about working with.*

### **The types of information Bloomsbury Festival collects**

We only collect information that's necessary to carry out our business. The type of information we collect depends on where and when it is gathered. This includes:

- Information about donations you've made
- Information you've supplied in a job application or a CV
- Information you've supplied on creative submissions – details about you and the project.
- Bloomsbury Festival's box office is supplied by a third party, UCL's Bloomsbury Theatre. Any personal data stored or collected when booking a ticket is therefore legislated for by Bloomsbury Theatre. More details about Bloomsbury Theatre's data protection policy can be found at their website, [here](#). With a data subject's consent Bloomsbury Theatre may share personal data with Bloomsbury Festival.

### **Why we collect personal information**

The information we hold on you will be used in a number of ways:

### **To carry out a 'contract' with you**

- We need your personal information to process a donation.
- We need your personal information to provide customer service or enhance your experience.

### **Where we have your consent**

- We may send you updates via email about what's on, offers and news or about supporting us.
- We may share your details with other arts organisations. You will always be able to opt out of their communications by contacting them directly.
- We may contact you about job opportunities, artist opportunities or potential collaborations.

### **Where we have justifiable reason ('legitimate interest' or 'legal obligation')**

- We may learn about your interests so that we can contact you with information that is relevant to you.
- To target our marketing communications so they're more relevant to you.
- For researching our audiences to help us to understand our audience better and ensure we're sending relevant messages to each group.
- Undertake consumer research: we may contact you to ask you to participate in consumer research either via an online or telephone survey or in person. You are under no obligation to participate in research.
- Record who has given money or services to us so that we can tell them how their money has helped us and others.
- Develop our relationship with you as someone who may want to collaborate with us.
- We may share information about you with law enforcement agencies or other organisations or individuals if we are obliged to by law.

### **Your information and other organisations**

Bloomsbury Festival will never share or sell your personal information to any third parties for marketing purposes without your prior consent.

### **We may share anonymised data with**

- Funders, to demonstrate the impact and reach of our work.
- Google Analytics, to collect traffic, location and communication data. We will make no attempt to find out the identities of those visiting our website.
- Mail Chimp – Mail Chimp gathers statistics around email opening and clicks.
- Third party advertisers (such as Facebook or Google) to help us identify customers similar to our audience or to serve relevant adverts to you on third party websites.

### **Marketing**

We would like to communicate with you about our work, future shows and supporting us. We only do this if you give us permission. For example, we won't add you to our mailing list if you just give feedback or contact us. You have the right to opt out at any time - if you no longer want to be contacted for marketing purposes click 'unsubscribe' within the e-mail we have sent.

### **Data storage, retention, access and erasure**

We will keep your information for as long as is required for us to provide you with the service you have requested from us. Where your information is no longer required, we will ensure it is disposed of in a secure manner or anonymised.

The data we hold about you is in your control. It is easy to access, amend or erase your personal details and email preferences personal information that we hold on you by emailing [Kate@bloomsburyfestival.org.uk](mailto:Kate@bloomsburyfestival.org.uk).

- Bloomsbury Festival will inform you if the way in which we will use your data changes
- You can request access, rectification or erasure of your data at any time by contacting the details above
- If you want to stop us processing your data, object to the way we are using it or do not want us to use your data for profiling, you can contact us – details above.

Bloomsbury Festival's Data Retention Schedule can be found [here \(.pdf\)](#).

### **Cookies**

Bloomsbury Festival's website may use cookies. Cookies are text files placed on your computer by a website to collect standard internet log information and information about the behaviour of visitors that visit a website. For further information on cookies, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org). You can set up your browser not to accept cookies, and the websites above tell you how to remove cookies from your browser.

### **Breach Notification**

A personal data breach means a breach of security leading to the destruction, loss, alteration, unauthorised disclosure of, or access to your personal data. If a breach is likely to adversely affect your personal data or privacy we will notify you without unnecessary delay. If this happens you will be provided with, as recommended by the ICO:

- Bloomsbury Festival's name and contact details
- the estimated date of the breach
- a summary of the incident
- the nature and content of the personal data
- the likely effects
- any measures we have taken to address the breach
- how you can mitigate any possible adverse impact

### **Other**

- This privacy policy was drafted with brevity in mind. It does not provide exhaustive detail of all aspects collection and use of personal information. If you have any specific questions, please contact us at the above information.