

# Privacy Statement



Registered address:

Live & Local  
Pageant House  
2 Jury Street  
Warwick  
CV34 4EW

ICO Registration Number: ZA198478

Live & Local Ltd. is a company limited by guarantee registered in England and Wales, Company Registration number 2955922.

## Contact information

**By post:** Live & Local, Pageant House, 2 Jury Street, Warwick, Warwickshire CV34 4EW

**By e-mail:** [dataprotection@liveandlocal.org.uk](mailto:dataprotection@liveandlocal.org.uk)

**By phone:** +44 (0)1926 402173

## Respecting your privacy and safeguarding your data

Live & Local Limited (Live & Local) ('we', 'us' or 'our' in this Privacy Statement) is committed to respecting and upholding the privacy and safeguarding the personal data of those who use our services, and to being transparent about what data we hold on you.

We comply with the UK General Data Protection Regulations, Data Protection Act 1998, and Privacy and Electronic Communication Regulations (2003) regarding any personally identifying information ('Personal Data') that we collect and receive from and about you, as user of our websites and as part of: correspondence, membership, donation, e-newsletter subscription, attending events, purchasing tickets for events, feedback and enquiries.

Any information you provide us with helps us to deliver improved, personalised and efficient services and audience experience.

## Who Are We?

Live & Local is a not-for-profit organisation providing high quality, professional and diverse arts experiences to communities across the Midlands, championing and developing great art and culture for everyone. Live & Local helps voluntary promoter groups bring rural communities together to enjoy entertaining and affordable live theatre, music, dance and family shows at a wide range of community venues, from village halls, to churches, to schools.

It co-ordinates seven Rural & Community Touring Networks across eight counties: Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire, Rutland, Staffordshire, Warwickshire and Worcestershire.

Live & Local is also engaged with a range of initiatives supporting: community film screenings, Big Picture Show, Moving Pictures) Big Picture Festival, artist development (DART); engagement with children and young people, arts in health and wellbeing, outdoor arts.

Live & Local controls the following domains:

1. [bigpictureshow.org.uk](http://bigpictureshow.org.uk)
2. [centrestagetouring.org.uk](http://centrestagetouring.org.uk)
3. [lincsruraltouring.co.uk](http://lincsruraltouring.co.uk)
4. [liveandlocal.org.uk](http://liveandlocal.org.uk)
5. [liveandlocal.co.uk](http://liveandlocal.co.uk)
6. [liveandlocal.uk](http://liveandlocal.uk)
7. [shindig.org.uk](http://shindig.org.uk)
8. [villageventures.co.uk](http://villageventures.co.uk)

## How do we collect your personal information?

When you engage with us as an audience member, voluntary promoter, donor, participant or stakeholder, we collect your information. This could be when you sign up to our mailing list, register on our website, complete forms on our site, post material or comments, enter a competition or promotion sponsored by us, report a problem with our site, request a service, purchase a ticket or a membership, donate, or sign up to a project. If you contact us, we keep a record of that correspondence. We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them. These interactions may occur online, in person, in written correspondence or over the phone. We also monitor how visitors use our website to help improve the user experience.

### **We collect personal data when you interact with us:**

1. via our websites
2. in person;
3. by phone;
4. by e-mail (Microsoft Outlook and Mailchimp);
5. via post in letters and other written correspondence;
6. via third-party ticket purchase (e.g. through TicketSource);
7. by submitting a survey or form, and choosing to supply your name, e-mail address and location. Live & Local uses paper forms and SurveyMonkey, MachForm, Surveylegend.com and MailChimp survey integrations
8. via social media;
  - We may collect some personal data (name, address, phone number, booking details) when you enter competitions or give us booking details for customer support through social media;
  - We also collect and track anonymised data on our social media audiences to better understand the 'groups' of people who engage with us online. We use this to ensure we engage with audiences and groups of people who are new to us.
9. via publicly available information;
  - We may research publicly available information to identify potential voluntary promoter groups/ community venues, performance companies and supporters.
  - If you are a Live & Local member or supporter, we may occasionally research publicly available information to estimate your potential interest in different membership levels or in supporting us further. We use a small number of sources to aid us, such as:
    - Internet search
    - Companies House
    - Charities Commission
    - Donor Boards
    - Information published in articles / newspapers
10. via filming and photography in performance spaces;
  - We will always display notices when filming or taking photographs and give individuals the option to not be captured.

We may collect any of this information from a person working on your behalf with your consent such as a personal assistant.

## What types of information do we collect and where from?

We will collect, process and store personal information about you. The information we hold on you and how we use it will vary depending on the nature of your relationship with us. There are occasions where you can choose to not provide us with the information we require, but this will then impact the service we are able to provide.

### **The information we may collect from you includes:**

- Prefix and full name;
- E-mail address;
- Billing address;
- Delivery address;
- Telephone number and mobile telephone number;
- Date of birth;
- Organisation (if acting on their behalf);
- Contact preferences;
- Payment card (debit and/or credit card or alternative) details;
- Bank details (for direct debit/ standing order instructions);
- Access requirements;
- Age range (survey only);
- Gender (survey only);
- Ethnic origin (survey only);
- Whether you identify yourself as having a disability (survey only);
- Dietary requirements (for fundraising and events only);
- Emergency contact details (for project participants only);
- Local Authority (for project participants only);
- Job information;
- Imagery (photography and video).

This is not an exhaustive list and we may retain different types of information for different individuals based on what is necessary to deliver the service we are providing to a high standard.

We also keep a securely stored record of your interactions with us in our database, such as correspondence/ communications with us, ticket purchases, memberships, project participation, website visit data, and whether you have received, opened or clicked through any e-mails we may have sent. This helps us improve our services.

All of the information described above comes directly from you.

When you use our website or e-mail service we may collect information about your computer, including where available your Internet Protocol (IP) address, operating system and browser type, for system administration. This later is statistical data about our users' browsing actions and patterns and does not identify any individual. This information is collected in order to receive and send information from and to you over the internet, to help diagnose and manage the website, to audit the geographical make-up of users, and to establish how they have arrived at the website. We may monitor website user traffic on an aggregate basis to help us develop and improve our site for the benefit of all users.

We do use cookies which retain information about your online behaviour, preferences and settings. For more information, please refer to our cookie policy below.

### Third Parties

We may also obtain your data from third parties, such as a ticket agency, or organisations with which we enter an associateship. These organisations should not pass on your data to us without your knowledge and only if it is required in the performance of a contract. The third-party will require your permission to share your data with us for marketing purposes, and we will always notify you within 30 days of receipt of your data. You should check their Privacy Policy or Statement when you provide your information to understand fully how they will process and safeguard your data.

Third Party Privacy Policies and Statements:

[Mailchimp](#)

[TicketSource](#)

[Survey Monkey](#)

[Survey Legend](#)

[PayPal](#)

## Social Media

Depending on your settings or the privacy policies for social media services like Facebook, Instagram or Twitter (no longer in use as of 2024), you may give us permission to access information from those accounts or services, such as your behaviour on these services and across our site. Most of this online behaviour is anonymised. For more information on how to control your privacy settings for these services, go to the following links:

[Facebook](#)  
[Twitter](#)  
[YouTube](#)  
[Soundcloud](#)  
[Spotify](#)  
[LinkedIn](#)  
[Instagram](#)  
[Vimeo](#)

## Information Available Publicly

We may collect information such as job history, trusteeship, political preferences, locality and philanthropic activities from places such as Companies House, Google, 192.com, and information that has been published in articles/ newspapers.

## Why do we collect your personal information and how do we use it?

We process your personal information so that we can perform our everyday functions. In particular, we collect your information:

To carry out our business and to provide a service or carry out a contract with you:

- Carry out our obligations arising from any contracts entered into between you and us;
- Provide the best possible customer services and to help us with internal administration;
- To invite you to events, as per your membership benefits;
- To fulfil ticket, merchandise, donation and membership requests;
- Process payments;
- Notify you about changes to our service;
- Contact you with important information relating to your booking or purchase, such as confirming your order, reminding you of an upcoming performance you've booked for or letting you know about factors that may affect your attendance, such as cancellations, or changes to event start times, artists or venue;
- Manage your individual account; ensuring effective service provision and access to discounts or special offers where available;
- Investigate complaints, legal claims or important incidents.

Where we have your consent (and before any withdrawal of your consent) to:

- Send you updates via email and post about what's on, on-sale dates and ticket or membership offers, products/ services and news about our organisation;
- E-mail you about a specific topic you've requested to hear more on such as specific productions, community work or opportunities to support our work;
- E-mail you about our fundraising activities;
- Capture access requirements to ensure you have an enjoyable experience visiting any venue;
- Take pictures of you as an attendee of an event or participant on a project;
- Advertise via digital advertising platforms about what's on, offers and news;
- Share your details with other arts organisations (artists and performance companies) who have produced shows you may have seen, or local voluntary promoter groups who work in collaboration with Live & Local. These organisations should contact you to let you know how they collected your data and to check that you're happy to hear from them. You will always be able to opt out of their communications by contacting them directly.

The regularity of event promotion depends on the nature of the communication. All subscribers receive a monthly event listing guide for their county of residence. There will also be occasional artform-, project- and/

or venue-specific e-mails that are sent to targeted subscribers detailing specific events within their, or their near-neighbour, communities. You can amend your preferences at any time by contacting us or by clicking the link any email campaign footer.

Where we have a legal obligation to:

- Detect and reduce fraud and credit risk.

Where we have legitimate interest to:

- Ensure that content from our website(s) is presented in the most effective manner for you and for your computer;
- Learn about your interests and preferences so that we can contact you with information that is relevant to you;
- Help us target our marketing and development communications and adverts so that they're more relevant to you;
- Send relevant invitations to events, press nights or other fundraising opportunities via post or phone if we believe this would be of interest;
- Use your pseudonymised details to show you advertising on such social media platforms as Facebook and Instagram or via other third-party advertising that may appear on other websites you use. The information shared with these platforms is pseudonymised to protect your personal data;
- Undertake basic profiling to classify our audience into groups or segments, using booking and publicly available information. These segments help us to understand our audience better and ensure we're sending relevant messages to each group. We may use third-party processors to help achieve this. We also submit these anonymously as part of reporting to fundraising and public funding bodies (such as Arts Council England);
- Participate in the Audience Finder initiative or other initiatives as required by our Arts Council England NPO (National Portfolio Organisation) funding. This initiative builds an aggregate picture of local and national audiences across all Arts Council England National Portfolio Organisations. Their tools allow us to understand how our audience in a local and national context and helps us to identify new audience opportunities;
- Undertake audience research (such as surveys) to: evaluate and continually improve the services and events we provide; evaluate of the success of an event; measure and understand how our audiences respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective; amend/ improve Live & Local's programme; improve the facilities of participating venues; widen access and participation in the arts; report to our funders like Arts Council England and local authorities;
- Ensure we are maximising our ticket sales wherever possible;
- Film and photograph the spaces in which shows take place. We will always give warning through signage in the spaces and a way to alert staff if you would rather not be captured;
- Help us run the test version of our website and CRM system that we use internally to pilot new features and ensure the smooth running of our customer services;
- Enable us to fundraise effectively;
- Ensure compliance with our rules and procedures.

We also collect information to better inform our teams about (a) prospective voluntary promoters and/or rural and community venues; (b) prospective touring and/ or project artists and performing companies; and (c) donors/ supporters, to fulfil our fundraising goals. This later is to ensure we are providing appropriate opportunities for people to support our work, should this form of engagement be of interest.

We will not use your information for any other purposes unless we are required to do so by law, in connection with any legal proceedings, or in order to establish, exercise or defend our legal rights.

Where we have relied on our legitimate interests to process your personal data, you may contact us to obtain more information, including in relation to our assessment of the impact on you.

## Who do we share your information with?

Your information will be shared internally amongst our staff but they will only use it to carry out their duties in line with the purposes set out above.

Live & Local will never share, sell, rent or trade your personal information to any third parties for marketing or fundraising purposes without your prior consent. We will ask for your consent to share personal information with organisations whose work we have toured and which you may have seen in your local community venue. These requests will be specific to the individual organisation so that your consent decision is informed. We will ask for your consent to share personal information with the local voluntary promoter group and/ or community venue in which you may have seen one of the touring shows.

Your personal data might be passed to a third-party data processor from time to time if they need it in order to fulfil your order(s) for our goods and services, or to execute the communications we send to you, or in order to provide us with professional accounting or legal advice, or due to our obligations to comply with current legislation and bank transactions, or our duty to comply with a regulatory authority in accordance with our legal obligations. These organisations are obligated to act on our instruction in relation to their use of your personal data and do not have any control over your data in their own right. If another entity acquires us or our assets, your information may be disclosed to that entity as part of the due diligence process and, if the acquisition goes ahead, your information will be transferred to that entity. We ensure anyone who provides a service for Live & Local enters into a confidentiality or non-disclosure agreement with us and meets our standards for data security. They will not use your data for anything other than the clearly defined purpose relating to the service that they are providing. Furthermore, any data that is processed by third parties must be processed within the terms of this policy and in accordance with the United Kingdom Data Protection Act 1998 and General Data Protection Regulation 2018.

**Examples of what data we may share and/or who we may share it with are as follows:**

- Name, e-mail address and postcode with MailChimp e-mail marketing service to produce e-marketing campaigns and pre- and post-show e-mails/ e-surveys (e-marketing campaigns require consent);
- Service providers for the provision of specific business operations (such as IT service providers and mailing houses), but only if we have a written agreement in place with such providers protecting your information;
- Service providers who aggregate data for us to do benchmark reporting across the industry, specifically: The Audience Agency for the purposes of the Audience Finder initiative. For information on the data they collect, please refer to their website: [The Audience Agency](#).
- Named third-party organisations (e.g. artists, performance companies, voluntary promoter groups, venues) if you ticked the relevant opt-in box when you purchased tickets/ completed audience survey forms. In these instances, we may supply your personal information to that specific organisation only. We will only supply full name, e-mail address and postcode in these data shares and only with your consent;
- Other organisations such as competition organisers if you choose to take part in such activities that need administration by third parties and you choose to opt in for contact from those organisations. We will only supply full name and email address in these data shares and only with your consent;
- Any answers you give in one of our surveys via Survey Monkey.
- Third party advertisers (such as Facebook or Google) to help us identify customers similar to our audience or to serve adverts they deem relevant to you on third-party websites. The information shared with these advertisers is pseudonymised to protect your personal data;
- Where legally required to do so (for example, under a court order), or when requested by the police or a regulatory or government authority investigating illegal activities;
- With our ticketing system provider, Ticketsource, who provides support should our ticketing system require maintenance;
- With any audience insight agency (such as Illuminate, Insights & Impact and Culture Counts) to benchmark our organisation against other subsidised and commercial venues. This allows us to gain a further understanding of our audience's behaviour and gives us insight into potential new audiences;
- With successors in title or replacement operators of all or part of our organisation, subject to the data being used for the same purposes as originally specified.

This website contains links to other websites. Live & Local is not responsible for the content or data protection / privacy policies of third-party websites connected to our site. Live & Local recommends that you check the policy of each website you visit and contact its owner or the data team if you have any concerns or questions. The policy described here, applies only to personal data collected by the Live & Local.

## How do we protect your data?

Live & Local is committed to protecting the personal information you entrust to us. We adopt robust and appropriate managerial, physical and technological procedures and policies, so the information we have about you is protected from unauthorised access and improper use. We ensure that any third parties we use for processing your personal data do the same. We limit internal access to your personal data to only those who require it. Everyone working for Live & Local is subject to the duty of confidentiality. Information provided in confidence will only be used for the purposes advised and consented to by the service user, unless it is required or permitted by law.

We ensure that high standards of security and protection are met by abiding by our data protection policies and procedures, and these are governed by the Management Team and the Board of Trustees.

Whenever your information is stored online, we have a data sharing agreement with the data processor which states the requirements of high level security for your personal data. Should there be a breach of this data, they are obliged to inform us immediately and we will then inform you if it is necessary under data protection guidance. It is your right to be informed. When we do send you information, we do so securely and are committed to reporting any breaches of data during its transit. Whenever possible all information that identifies you will be removed.

## Where is your information stored?

All information you provide to us is stored on our secure server, protected by sufficient firewall and antivirus software, or on our cloud based storage. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (EEA). By way of example, this may happen if any of the computer servers used to host the website are located in a country outside of the EEA. It may also be processed by staff operating outside the EEA who work for us or for one of our service providers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. If Live & Local transfers your personal information outside of the EEA in this way, we will take all steps reasonably necessary to ensure that your privacy rights continue to be protected as outlined in this Privacy Statement. When we, or our permitted third parties, transfer your information outside the EEA, we or they will impose obligations on the recipients of that data to protect your information to the standard required in the European Economic Area or otherwise require the recipient to subscribe to international frameworks intended to enable secure data sharing. In the case of transfers by us, we may also transfer your information where: (i) the transfer is to a country deemed to provide adequate protection of your information by the European Commission; or (ii) where you have consented to the transfer.

## How long will we keep your information?

We will keep your information only for as long as is reasonably necessary for the purposes set out in this Privacy Statement and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose. We are bound by law to retain certain financial records, and these circumstances override our other retention periods.

When determining the relevant retention periods, we will take into account factors including:

- legal obligation(s) under applicable law to retain data for a certain period of time;
- statute of limitations under applicable law(s);
- (potential) disputes; and
- guidelines issued by relevant data protection authorities.

Otherwise, we securely delete/destroy your information once it is no longer needed.

If you ask us to stop sending direct marketing communications to you, we will retain the minimum amount of information required to ensure we adhere with such requests.

## What are your rights?

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 have the following rights regarding your information:

<b>Rights</b>	<b>What does this mean?</b>
Right to be informed	You have the right to be provided with clear, transparent and easily understandable information about how we use your information and your rights. This is why we are providing you with the information in this Privacy Statement.
2 Right of access	You have the right to obtain access to your information (if we are processing it), and certain other information (similar to that provided in this Privacy Statement).
3 Right to rectification	You are entitled to have your information corrected if it is inaccurate or incomplete.
4 Right to erasure	This is also known as 'the right to be forgotten' and, in simple terms, enables you to request the deletion or removal of your information where there is no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.
5 Right to restrict processing	You have rights to 'block' or suppress further use of your information. When processing is restricted, we can still store your information, but may not use it further. We keep lists of people who have asked for further use of their information to be 'blocked' to make sure the restriction is respected in future.
6 Right to data portability	You have the right to obtain and reuse your personal data in a structured, commonly used and machine-readable format in certain circumstances. In addition, where certain conditions apply, you have the right to have such information transferred directly to a third party.
7 Right to withdraw consent	If you have given your consent to anything we do with your personal data, you have the right to withdraw your consent at any time (although if you do so, it does not mean that anything we have done with your personal data with your consent up to that point is unlawful).
8. Right to object to processing	In addition to the above rights, you also have the right to object to certain types of processing, in certain circumstances. In particular, the right to object to the processing of your personal data based on our legitimate interests grounds (including processing for direct marketing).

### **More information on your rights:**

You can request full details of personal information we hold about you under the General Data Protection Regulation. You will need to provide:

- Full name, address, email address, phone number, so that your identity can be verified against our records and your information located;
- Copy of Photographic ID;
- An indication of what information you are requesting to enable us to locate this in an efficient manner.

There is no fee for Subject Access Requests. Live & Local reserves the right in certain situations to refuse the request; otherwise we will comply within one calendar month.

The request response will cover the following information:

- Any personal data that is being processed;
- A description of the personal data, the reasons it is being processed, and whether it will be given to any other organisations or people;
- A copy of the information comprising the data; and details of the source of the data.

If you require Subject Access Requests or our response to them in braille or any other format, please contact us and we will happily arrange this as quickly as possible.

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance. You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office: [ico.org.uk](http://ico.org.uk)

If you are under 18, please ensure you obtain your parent/guardian's consent before you provide personal information to the website. If you don't have that consent, you must not provide personal information to us.

## Cookies Policy

### About Cookies

Cookies are small text files that are placed on the hard drive of your computer or mobile device by websites that you visit (and contain a unique identifier accessible only by the website that placed it there, and not by any other sites). Cookies are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. This page contains information on what cookies may be set when you visit Live & Local's website(s) and how to reject or delete those cookies.

We may obtain information about your general internet usage by using cookies. They help us to improve our site and to deliver a better and more personalised web experience.

Most web browsers allow some control of most cookies through the browser settings. Some of the cookies we use are essential for the site to operate. Some features on this site will not function if you do not allow cookies.

Live & Local will not use cookies to collect personally identifiable information about you.

Details on what cookies may be set when you visit a Live & Local website can be found below:

### Compliance Cookies

This cookie allows us to know whether you have given consent to the use of cookies and therefore do not need to be presented with this consent request message again.

### Analytics Cookies

These cookies enable us to collect anonymous information about the number of visitors to the site, how visitors use our site, what pages are visited and how long is spent on each page, and to count page visits and traffic sources (where visitors have come to the site from, e.g. from another website or via a search engine). The information collected is used by us to improve the performance of our website and to provide broad statistical data to our stakeholders or for general benchmarking with other similar organisations.

We use Google Analytics, a popular web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate your use of Live & Local websites and compile reports for us on activity on Live & Local websites. Google stores the information collected by the cookie on servers in the United States of America. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Google will not associate your IP address with any other data held by Google. By using Live & Local's websites, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

To opt-out of being tracked by Google Analytics across all websites visit [Google Analytics Opt-out](#)

## Transaction Cookies

This cookie is essential for making a purchase on the website. Disabling the use of this cookie will prevent you from accessing some parts of the site.

## Third-party Cookies (Embedded/External Content and Share Buttons)

Live & Local does not set third-party cookies on this site. Some third-party cookies are set by services that appear on our pages. We sometimes embed images, videos and other content from the websites of artists, digital producers and external, third-party partners as well as from YouTube, Soundcloud and similar sites. Pages with this embedded content may present cookies from these websites.

## Session Cookies

These cookies store temporary information to enable site functionality. These cookies remember your actions between one web page and the next, for example to confirm that you have submitted a form. They expire and are automatically deleted when you close your browser. By continuing to use this site you agree to this cookie being stored on your device.

## Functional Cookies

These are cookies used for core site functionality.

## Targeting and Advertising Cookies

On occasion the Live & Local websites will use tracking services to monitor the response from adverts we place on third-party websites. These services may use cookies to track visitors who have clicked through from these ads, data from which is used to assess the advert's performance.

## Email communications

We use 're-direct' tracking and invisible gif images (in order to monitor general interactions such as 'clickthrough's' and message open rates).

## Blocking cookies

By default, your computer browser will accept cookies. You can disable cookies or change your cookies settings by activating the setting on your browser which allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon you visit our site. For information on how to do this on the browser of your mobile phone or tablet you will need to refer to the device's manual. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit: [allaboutcookies.org](http://allaboutcookies.org).

## Updates to this Statement

This Privacy Statement may be updated/ amended at any time to ensure that it is accurate and up to date, or to reflect changes to regulation or legislation, so you may wish to check it each time you visit our website. This policy was last updated March 2023. We may also inform you of any changes where we hold an appropriate e-mail address for you.

## How do I find further information?

Further information on data protection regulations and laws can be found here:

Data Protection: [ico.org.uk/for-the-public](http://ico.org.uk/for-the-public)