



## South Hill Park Arts Centre and Wilde Theatre

### Privacy and Cookies Policy

#### ABOUT THIS POLICY

The main purpose of this policy is to provide clear information about how South Hill Park Arts Centre and Theatre handles all customer data in the company's possession. South Hill Park Arts Centre and Theatre is committed to ensuring the protection of personal information and aims to provide transparency about what data they hold, for what purpose it will be used, and how we keep it secure.

South Hill Park will use information we collect about our customers in accordance with the [General Data Protection Regulation 2018](#) and the Privacy and Electronic Communications regulations.

#### ABOUT SOUTH HILL PARK ARTS CENTRE AND THEATRE

South Hill Park Trust Limited is a charitable company limited by guarantee registration number 01104422, Charity registration number 265656. South Hill Park receives some funding from Bracknell Town Council, Bracknell Forest Council, trusts and foundations, individual donors and supporters. The rest of our income comes from ticket sales, sponsorships, contracted catering services and courses/workshops. We have approx. 50 employees.

#### WHAT DATA WE HOLD

Information you give us:

##### Buying Tickets

You give us your information when you buy a ticket, book a private function or hire the venue, sign up for one of our courses and workshops, make a donation or gift-aid declaration or communicate with us.

We maintain a record of your transaction history, but we never store your card number (although we may keep a note of the last four digits to help us identify transactions). We do not keep any details of your transactions on our servers. This is held by a third party with our authorisation and we check their procedures are in compliance with the General Data Protection Regulation 2018.

##### Email, Web Activity and Social Media

We keep a record of the emails we send you, and we may track whether you receive or open them so we can make sure we are sending you the most relevant information. We may then track any subsequent actions online, such as buying a ticket.

Like most websites, we receive and store certain details whenever you use the South Hill Park website. We use "cookies" to help us make our site – and the way you might use it – better. Cookies mean that a website will remember you and enable online transactions. It also helps us understand how you use our website, where we can make improvements and how best to tell our audiences about events they might be interested in. Further details about our Cookie Usage can be found in this policy.

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms. You may also see adverts from us on social media that are tailored to your interests. Depending on your settings or

the privacy policies social media and messaging services like Facebook, LinkedIn or Twitter, you might give third parties (like South Hill Park) permission to access information from those accounts or services.

### **CCTV**

South Hill Park operates CCTV both inside and outside our buildings with the purpose of reducing the threat of crime, protecting South Hill Park's premises and helping to ensure the safety of all our staff, volunteers and visitors, consistent with respect for the individuals' privacy. The CCTV records images only, and is stored for 28 days.

### **Photography**

During your visit to our venue we may take publicity photographs in our foyers or auditoria for promotional purposes. These may be used in press releases, our website, social media or brochure. We will ensure that appropriate notices are in place to make you aware of this at the time.

If you see an existing image of yourself that you would prefer us not to continue using, then please do get in touch.

### **Sensitive Personal Data**

Sensitive personal data is afforded and has protection under UK legislation. We comply fully with this legislation. [General Data Protection Regulation 2018](#).

### **Information Available Publicly**

Any reference to a living person is done so by consent of the person. Any other data is anonymised before being made publicly available.

### **WHAT WE WILL DO WITH YOUR DATA?**

South Hill Park uses a contractual legal basis for contacting customers regarding ticket sales and a legitimate interest basis for marketing purposes. We use personal data for a range of marketing communications with the purpose of informing and updating customers on news and information about South Hill Park Arts Centre and Wilde Theatre. If you no longer wish to receive information from us you can unsubscribe from this at any time either directly through any email communications or by contacting our Box Office Team (sales@southhillpark.org.uk or 01344 484123).

### **Sharing your data with Third Parties**

The data we supply to third parties is done so under the contractual obligations of certain activities such as ticket processing, gift donations and sponsorship and are fully protected by Non-Disclosure Agreements. South Hill Park does not sell personal data to third parties.

### **How long we keep your data**

We will keep your information only for as long as is reasonably necessary for the purposes set out in this Privacy Policy and to fulfil our legal obligations. We will not keep more information than we need.

The retention period will vary according to the purpose, for example if purchasing a ticket only, we will typically keep your data for up to seven years from the date of your last transaction whereas, if you pledged a legacy to South Hill Park Trust, We will hold your details until notified by your executors. For further information about how long we will keep your information, please contact the Data Protection Officer using the contact details outlined in this policy.

### **Children's privacy protection**

We do not directly market to children. Enhanced protection is afforded to children through our safeguarding policy and in connection with children's activities.

#### **Where your data is processed and stored**

Data is processed and stored on a secure server on South Hill Park premises.

#### **How we protect your data and keep it secure**

Any information is restricted to the essential user and secured through the use of passwords, encryption and firewalls.

#### **USE OF COOKIES**

South Hill Park is committed to protecting you and any data that we collect about you online. This section tells you how we use cookies, why, and how this allows us to improve our service. It also tells you how you can manage cookies stored on your computer or device.

Our website is hosted by TSO Host (<https://tsohost.com/>)

By using our website you agree that this Cookies Policy applies along with any other terms and conditions which may apply.

We reserve the right to make changes to our Cookies Policy which become effective immediately. Your continued use of our website means that you agree to any such changes.

#### **What Are Cookies?**

Cookies are small text files containing a string of characters stored on your computer or mobile device. These files uniquely identify your browser or device.

Cookies allow a site or service to know if your computer or device has visited that site or service before. Cookies can help understand how people use the site or service. They can help navigate between pages, remember preferences, and improve your browsing experience. Cookies can also help ensure marketing you see online is more relevant to you and your interests.

#### **What types of cookies do we use?**

The four most common categories of cookies are: "Strictly Necessary", "Performance", "Functionality", and "Targeting". We use all categories of cookies on the site except for "Targeting" cookies; we do not use this type of cookie.

You can find out more about each cookie category below.

**1. Strictly Necessary Cookies.** These cookies are essential. They enable you to move around the site or service and use its features, such as accessing logged in or secure areas.

**2. Performance Cookies.** These cookies collect information about how you have used the site or service. For example, they may store your unique username, placing less strain on our infrastructure. These cookies may also allow us to know that you have logged on so that we can serve you fresher content than a user who has never logged in. We also use cookies to track site usage and experiment with new features and changes on the site. The information collected helps us to improve how the site works.

**3. Functionality Cookies.** These cookies allow us to remember how you're logged in, when you logged in or out, the state or history of Service tools you've used. These cookies also allow us to tailor the site to provide enhanced features and content for you. They can also remember how

you've customized the site in other ways. The information these cookies collect may be anonymous. They are not used to track your browsing activity on other sites or services.

**4. Targeting Cookies.** These cookies can remember that your device has visited a site or service. They may also be able to track your device's browsing activity on other sites or services. This information may be shared with other organisations, such as advertisers or advertising networks.

#### How long will cookies stay on my device?

The length of time a cookie stays on your computer or mobile device depends on whether it is a "persistent" or "session" cookie. Session cookies will only stay on your device until you stop browsing. Persistent cookies stay on your computer or mobile device until they expire or are deleted.

#### First and third party cookies

First-party cookies are cookies that belong to South Hill Park. Third-party cookies may be placed on your device by someone providing a service for South Hill Park. For example, this could be to help us understand how our site is being used.

#### Cookies we use

These are the main cookies we use on our website, and why we use them.

#### Essential Cookies

These cookies make sure our website delivers information and services securely. Without them, you wouldn't be able to move around our website or use its features. You can't opt out of using these cookies.

Name	Purpose	Expires
complianceCookie	Lets us know that you've seen our cookie message	1 year
JCS_INENREF	Used for anti-spam functions	24 hours
JCS_INENTIM	Used for anti-spam functions	24 hours
_wpss_h_	Used for anti-spam functions	1 hour
_wpss_p_	Used for anti-spam functions	1 hour
ckon1808	Used for anti-spam functions	1 hour
PHPSESSID	User session management	When you close your browser
SJECT15	Session identifier to prevent spam postings	When you close your browser

#### Performance Cookies

These cookies don't collect any information that identifies a visitor.

Name	Purpose	Expires
DYNSRV	Load balancing/performance of the website	When you close your browser

#### Analytics Cookies

Analytics cookies track the number of unique users of the site.

Name	Purpose	Expires
_ga	This helps us count how many people visit the website	2 years

_gat	Used to manage the rate at which page view requests are made	24 hours
_gid	Used to distinguish users	24 hours

### How to control and delete cookies

The most effective way to do this is to disable or 'turn off' cookies in your browser's tools/settings. If you set your browser to disable cookies you may not be able to access certain parts of our site. Also other parts of our site may not work properly. The options to control your cookies settings can vary depending on the internet browser you use.

For more information we suggest consulting the Help section of your browser.

### Following a link to other websites

If you go to another website from this one, read the privacy policy on that website to find out what it does with your information. South Hill Park accepts no liability for the content or information on any external websites.

### YOUR RIGHTS

You have the right to withdraw consent at any time.

You have a 'right to be forgotten' so you can ask for your personal information to be deleted where:

- It is no longer needed for the reason why it was collected in the first place
- You have removed your consent for us to use your information and we do not have to keep your information for legal reasons.

If we have shared your personal information with others, we will do what we can to make sure those using your personal information comply with your request for erasure.

We may not be able to delete your personal data if it is needed for legal reasons, for reasons of public health, public interest or for medical purposes.

You maintain at all times:

- The right to request a copy of personal information held about you
- The right to request that inaccuracies be corrected
- The right to request us to stop processing your personal data
- The right to lodge a complaint with the Information Commissioner's Officer [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns)

### 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.

Data Protection Officer (DPO)

South Hill Park Arts Centre & Wilde Theatre  
Ringmead  
Bracknell  
Berkshire  
RG12 7PA  
[gdpr@southhillpark.org.uk](mailto:gdpr@southhillpark.org.uk)

You can also make a complaint to the Information Commissioner, who is an independent regulator  
[www.ico.org.uk](http://www.ico.org.uk)

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

**Contact us or make a complaint**

If you have any questions about anything in this document or think that your personal data has been misused or mishandled please contact

Data Protection Officer (DPO)  
South Hill Park Arts Centre & Wilde Theatre  
Ringmead  
Bracknell  
Berkshire  
RG12 7PA  
[gdpr@southhillpark.org.uk](mailto:gdpr@southhillpark.org.uk)

**CHANGES TO THIS POLICY**

This policy will be reviewed annually. If this policy is updated, previous versions can be found here  
[Link to previous policy].

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