

## **PRIVACY POLICY**

Hackney Empire is committed to protecting your privacy; we keep your information safe, secure and only use it transparently to create a personalised and continually improving service. This is to make sure your time with us is an unforgettable experience, whilst maintaining your trust and confidence.

**Hackney Empire's Privacy Policy was last updated on: 1 Dec 2022.**

Please check our Privacy Policy whenever necessary for the most up to date information and policies.

Our Privacy Policy explains detailed information on when and why we collect your personal information, how we use it and how we keep it safe and secure. Keywords will be explained for your clarity.

**If you'd like to contact us to discuss our privacy policy or ask any questions, please [get in touch](#).**

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### **1. Privacy commitment**

#### **Our commitment to safeguarding your data**

We are committed to safeguarding your privacy and have developed the following Privacy Policy to explain how your information is handled by us and to ensure you that it's safe and secure.

The [hackneyempire.co.uk](https://hackneyempire.co.uk) website is owned and operated by Hackney Empire Limited.

## 2. Personal Information

### How and when we collect your personal information:

**2.1** Your Personal Information will only be retained by us if you provide it when using a service on our website, over the phone or in person.

Examples of this include but are not limited to:

- Purchasing tickets
- Subscribing to our newsletter
- Donating to Hackney Empire
- Joining one of our membership schemes

Personal Information can be the identifying information and details you provide about yourself. It's usually the information we get from you when you interact with us, such as purchasing a ticket or becoming a donor.

The following are examples of data that we may store:

- Your name and prefix
- Your date of birth
- Home address or billing address
- Email address
- Telephone number or mobile number
- Credit and debit card details
- Disability status

If you are representing an organisation:

- Name of organisation
- Address of organisation
- Email address of organisation

You can also find out more about how we handle and destroy the sensitive data provided to us when an applicant applies for a job at Hackney Empire by [contacting us](#).

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**2.2** If you would like to revise the information provided to us at any time, or feel what we currently have on record is incorrect, please [contact us](#).

If you booked online, you can also adjust your own details and contact preferences under [My Account](#).

We may occasionally ask you for further information in order to update our records or for particular purposes. We will always let you know how any further information received from you will be used.

**2.3** You have the right to [contact us](#) to obtain an electronic or paper copy of all Personal Information concerning yourself. If you decide you don't want to use our services any further, [let us know](#) and we will destroy any retained Personal Information.

### **How and why we use your data:**

**2.4** Your Personal Information and transactional history will be held on our system and used for operational and marketing purposes, including but not limited to:

- Processing bookings and donations
- Sending pre and post show emails, and important information about your booking e.g. in the case of cancellations
- Mailing newsletters
- Posting you brochures and other marketing material
- Processing or renewing memberships
- Analysing data
- Catering to access requirements
- Personalising your experience
- Customer care

The Personal Information you supply when you opt-in to receive newsletters from us will be used by the Hackney Empire to keep you up-to-date with events and activities programmed by Hackney Empire.

When booking tickets or donating, you are given the opportunity to opt in to receiving:

[hackneyempire.co.uk](http://hackneyempire.co.uk)

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[@hackneyempire](#)

- News and information from Hackney Empire on upcoming shows, events and opportunities to get involved
- Fundraising opportunities
- Emails from visiting companies and visiting arts organisations.

You can opt in or out of receiving any combination of communications from us:

- Emails
- Postal mailings
- Phone calls
- Emails about fundraising
- Postal mailings about fundraising
- Phone calls about fundraising
- Communication from specific artistic partners you have booked ticket(s) to come and see

**2.5** Many of the events at Hackney Empire are presented or in partnership with other organisations such as the [English Touring Opera](#), [Royal Shakespeare Company](#) and other artistic organisations and promoters. If you select 'I'm happy for my contact details to be shared with these partner companies so they can contact me with their news' and the name of the organisation, we'll tell them about your booking and that you would like to hear from them. We will never share sensitive information or your payment details.

**2.6** When joining Hackney Empire's free Wifi, you may be given the option to sign up to our newsletter. If you opt in, we will store your First Name, Last Name and Email Address so you can receive communications from us.

**2.7** Every 3 years we will send you an email asking if you still want to hear from us and automatically unsubscribe you if you do not opt back in. Please [update your interests](#) on your Hackney Empire account under 'Other Preferences' to receive emails refined just for you.

To unsubscribe from marketing emails, click on 'unsubscribe' either at the bottom or top of your emails from us. Please note, you will still receive emails that are absolutely necessary for your visit to us

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containing important information about your booking.

**2.8** Access requirements or disability status may be stored to give you the best possible experience with us, reserve specific seats and provide extra information or the necessary aid for you to enjoy your time here comfortably.

**2.9** In order to process a transaction, your Personal Information and card details may be passed to third party service providers. Card details will only be used for the purpose of handling an individual transaction.

### **3. Use and disclosure of Personal Information**

**3.1** If you contact us, we reserve the right to keep a record of that correspondence and incorporate the information it contains securely into our database.

**3.2** If we are required by law or requested by the police, a regulatory or government authority investigating potentially illegal activities to provide information concerning your activities whilst using the network, we must do so. We may also disclose Personal Information to appropriate third parties to assist in anti-fraud checks and investigations.

### **4. Log files**

**Log files:** A log file is a computer-generated data file that contains contextualised information about usage patterns, activities, and operations within an operating system, application, server or another device, and is the primary data source for network observability. It can help identify why a website is being slow.

**IP Address:** IP address stands for 'internet protocol address' which is an identifying number that is associated with a specific computer or computer network.

**URL:** URL stands for 'Uniform Resource Locator' and is the address of a webpage. People may also refer to it as a 'link' on your search bar.

**Referrer URL:** Referrer URL tells us which webpage you were ‘referred’ from. For example, clicking on a link on another website that takes you to our website.

**Aggregate data:** Aggregate data is when huge amounts of data from multiple sources are summarised and organised into data reports.

**4.1** Every time someone visits our website a log file is generated on our database. Log files record:

- The time and date of your visit
- The files that were requested
- Your IP (Internet Protocol) address
- The referrer URL (if provided) and the browser version

We collect this information to help us diagnose problems, administer our systems and to audit the geographical make-up of users along with how they have arrived at our site using information obtained from the referrer URL.

**4.2** We do not normally link IP addresses to anything personally identifiable, which means that you remain anonymous even though we include your IP address in our aggregate information. However, we can and will attempt to use IP addresses to identify a user when we feel it is necessary to enforce compliance with our terms and conditions, or to protect our services and other users.

## **5. Cookies Policy**

**Cookies:** Cookies are small pieces of information that are stored by your browser on your computer’s hard drive.

**5.1** Cookies make it possible for us to provide our online ticketing service and track visitor statistics, such as returning visitors and new visitors. Most importantly, we use cookies to manage the shopping baskets on our ticketing pages and our shop pages, as well as logging in and using your account pages. The cookies used for these functions are temporary cookies that are removed once the transaction has been

completed or you log out. It's not possible to purchase anything on our website without accepting cookies.

## **5.2 Our website uses the following non-essential cookies:**

### **Google Analytics cookies**

Google Analytics cookies are used to collect anonymous information about how visitors use our website. We use this information to compile reports and to help us improve our website. You can visit <http://www.google.com/analytics/learn/privacy.html> to find out more about Google Analytics cookies and how to opt-out of them.

### **Email and Web tracking cookies used by Hackney Empire.**

These cookies are used to collect information about how visitors who have subscribed to our email lists are using the website. This data is not anonymised and we use the information to help improve our email communications and target specifically-tailored messages for our email subscribers. You can review and change your settings under [My Account](#).

### **Cookies used by Twitter and Meta**

These cookies provide information on visitors to Twitter and Meta websites and applications for analysis on organic and digital advertising data. To find out more, please visit their individual Privacy Policies:

Twitter: <https://twitter.com/en/privacy>

Meta: <https://www.facebook.com/privacy/policy>

## **6. How we protect information**

**6.1** We take every precaution to protect your information. All personal information stored by us is kept on servers in a secure environment. Only employees and approved contractors/developers we may appoint from time to time, and who need the information to perform a specific job, are granted access to personally identifiable information.

**6.2** Regular security reviews are held by us to ensure that the site remains safe and secure for your protection.

## **7. Surveys and Promotions**

Every now and then we conduct surveys and promotions and may request information from you as part of these. Participation in these is entirely voluntary and you therefore have a choice whether or not to disclose any information which might be required. We may also ask you whether you would like to receive promotional emails and mailings from us about our other products or services. You are under no obligation to opt in.

## 8. Users Under 16

If you are under 16, please ensure that you get your parent/guardian's consent beforehand whenever you provide Personal Information to the website.

## 9. Creative Futures

**9.1** If you participate in one of our Creative Futures Projects, we could work with you individually or over a sustained period of time, so we may need to collect additional personal information from you, for example:

- Medical details
- Educational attainment
- Details of prior artistic experience
- Details of any learning difficulties or special access requirement

This information will be used by our project team in order to plan and deliver the very best artistic and educational experiences for you, cater to your specific needs, and keep you safe throughout your experience with us. Details may be used solely to adhere to our safe-guarding policy and may be passed to emergency services should any emergency arise. For more information about our Safe-Guarding Policy please [contact us](#).

We will always seek your consent for the above at the time we collect your information. When we need to collect this information in respect of children or young people, we will ask parents or guardians to provide the information and consent to its use for the purposes described.

**9.2** When we work with children or young people on our Creative Futures projects, we require more detailed information to ensure the safety and well-being of our participants during their time with us.



Participants under 18 will be asked to provide contact details for their guardians to gain consent to use their data for:

- The purposes outlined in the registration form
- Response in a medical emergency
- Consent for photography and filming on projects that will be captured.

The use and handling of data and images will always be outlined when providing consent.