



## Privacy Notice

### 1. Purpose

The purpose of this Privacy Notice is to explain our approach to ensuring we comply with the General Data Protection Regulation (GDPR) which came into force on 25<sup>th</sup> May 2018, largely replacing the Data Protection Act (1998), for when we collect, process and store personal data.

Laugh Out Loud Theatre Company (LOL Theatre) is committed to protecting the rights and privacy of individuals (including staff, clients and members of the public) in accordance with all Data Protection laws.

This Privacy Notice describes our policies and procedures on the collection, use and disclosure of your information when you use our website, social media or email services.

By using our website, social media sites and email services, you agree to the collection of information in accordance with this Privacy Notice.

### 2. Contact details

If you have any questions regarding this Privacy Notice you can contact us via the information below:

Organisation: Laugh Out Loud Theatre Company

Registered address: 9 High Street, Stanwick, Northamptonshire, NN9 6QA

Company Number: 11545463

Email address: [enquiries@loltheatre.co.uk](mailto:enquiries@loltheatre.co.uk)

Phone number: 07846147845

All details included in this Privacy Policy are correct as of May 2021.

This policy shall be reviewed and updated annually.

### **3. Types of Personal Data Collected**

Whilst using our services, LOL Theatre may ask you to provide certain personal data that can be used to identify you or contact you. Personal data may include, but is not limited to:

- First and last names
- Email address
- Phone number
- Usage Data

Usage Data is automatically collected when using our website. Usage Data may include information such as your device's Internet Protocol Address (IP address), browser type, browser version, the pages of our website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

### **4. Use of your personal data**

LOL Theatre may use personal data for the following purposes:

- Marketing and market research – We may use your information for such purposes as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and to evaluate and improve our website and social media sites, products and services, marketing and your overall experience.
- To contact you – We may use your information to contact you by email, telephone, SMS, or other equivalent forms of electronic communication, such as WhatsApp or Facebook messenger, regarding updates or informative communications relating to our products and services that may be relevant to you.

Please be assured that LOL Theatre respects your right to privacy. We never sell your personal data or share your personal data with third parties.

Your personal information is stored securely and we will only contact you about the things you are interested in.

### **5. Retention of your personal data**

LOL Theatre will retain personal data only for as long as is necessary for the purposes set out in this Privacy Notice.

LOL Theatre will retain Usage Data for internal analysis purposes only. Usage Data is generally retained for a short period of time only.

All registers that LOL Theatre have with any child's personal information will be automatically shredded or deleted after the workshop / event has finished.

### **6. Security of your personal data**

The security of your personal data is important to us, however please remember that no method of transmission over the internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

## **7. Children's Privacy**

We do not knowingly collect personal data from anyone under the age of 16. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us. If we become aware that we have collected personal data from anyone under the age of 16 without verification of parental consent, we will take steps to remove all personal data pertaining to the child with immediate effect.

## **8. Links to other websites or social media sites**

From time to time our website and social media sites may contain links to other websites or social media sites that are not operated by us. If you click on a third party link you will be directed to that third party's site. We strongly advise you to review the Privacy Notice or Policy of every site you visit.

LOL Theatre have no control over and assume no responsibility for the content, privacy policies or practices or any third party sites or services.

## **9. Your data protection rights**

Under GDPR, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. You may make a request by contacting us at [enquiries@loltheatre.co.uk](mailto:enquiries@loltheatre.co.uk)