



## Blackburn with Darwen Council Privacy Notice

### **Service area – Venues**

Your privacy is very important to us and is respected by all staff working within Venues at Blackburn with Darwen Borough Council. We treat any information you provide us with in the same way as all communication we receive, with care and consideration. We do not collect personal data from you when you visit our website without your prior consent. Any information that you do provide helps us to monitor the services that you are entitled to as a resident in this borough.

We do not pass any of your personal information to outside organisations or partner agencies without your express consent.

### **What information do we collect about you?**

You give us your information when you buy a ticket, book the venue for an event or communicate with us through any other enquiry. The information you give us may include:

- Name
- Address
- Email Address
- Contact Telephone Number(s)

We maintain a record of your transaction history but we never store your card number.

### **From Third Parties**

Your information may be shared with us by other organisations and websites, but only when you have indicated that you give your consent to hear from us. You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

### **What do we do with your information?**

We will always ask you first if we can use the information we hold about you to inform you of other relevant events or activities we think may be of interest to you for up to five years after your last ticket purchase or room hire. Once you have opted in you are able to opt out from these communications at any time, using the link on each email, via your online account, or by contacting us directly (see below).

We use your data to:

- Provide you with tickets you have booked or respond to any enquiry you have made
- Administer your ticket sale
- Contact you if there are any important changes to your booking
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted

If you have given your consent;

- Occasionally undertake customer research to help us understand how we can improve our services or information
- Tell you about changes in our services or new services, events, offers, and opportunities to support us that we think you'll find of interest
- Analyse your personal information to create a profile of your interests and preferences so that we can contact you with information most relevant to you

Once you have consented, if you change your mind and would rather NOT receive direct marketing communications by post, telephone or email from us about our events you can ask us to stop contacting you for that purpose.

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

We will not share any personal details with any other third parties without your agreement, unless required in order to fulfil our contract with you, or allowed by law.

In general, the third-party providers used by us to fulfil our contract with you will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. These providers include our Ticketing Agents, Email and Mail distribution services. We have agreements in place with each to ensure that your data is secure at all times, and cannot be accessed or used for any other purpose.

### **How we keep your data safe**

Your personal data will be held and processed on Blackburn with Darwen Borough Council systems. We maintain secure systems to hold contact details and a record of your interactions with us such as ticket purchases or room hires.

Your data is always held securely. Access to customer information is strictly controlled and can only be accessed by people who need it in order to do their job. Certain data, for example sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

We may need to disclose your details if required to by the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent as detailed above.

Data is held by us for as long as is legally or practically necessary for our business. Once that necessity is past we have a regular programme of data suppression and deletion. This ensures that your data is not held indefinitely on our systems.

### **Subject Access Requests**

Under the General Data Protection Regulation 2016 (GDPR) and the Data Protection Act 2018, you can make a formal request for any information that we hold on you. You can also obtain copies of this information. This is your right, and we will disclose the information you are entitled to unless there are exceptions. The main exceptions are:

- If the information on your file identifies other people (unless they have given consent)
- If releasing the information will cause serious harm to you and/or those involved
- If releasing the information would profoundly hinder the prevention or detection of crime

You can access your information by e-mailing [acesstoinformation@blackburn.gov.uk](mailto:acesstoinformation@blackburn.gov.uk) or you may enquire about your rights to prevent further processing of your personal data by viewing the [Data Protection pages on our corporate internet site](#) where we host a guide to exercising your personal data rights.

### **Links to external sites**

Our website contains links to other external websites, including local restaurants and accommodation that may be useful for your visit. This privacy policy only applies to our website, so please be aware that if you are clicking through to another site, it is worth reading their privacy policy in order to protect your own information.

### **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.

Like most websites, we receive and store certain details whenever you use King George's Hall or Darwen Library Theatre's website. We use "cookies" to help us make our sites – and the way you might use them – better. Cookies help 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. You can modify your browser to decline cookies if you prefer, though this may mean that your

browsing experience is reduced, as it may stop certain parts of our site from functioning. Cookies do not contain any personal information about you, and they cannot be used to identify an individual user.

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 on social media and messaging services like Facebook or Twitter, you might give third parties (like King George's Hall or Darwen Library Theatre) permission to access information from those accounts or services.

### **Changes to this privacy policy**

From time to time, this Privacy Policy may be changed and updated. If and when this happens, an updated version will appear on this page. In familiarising yourself with our privacy policy, it will ensure that you are always aware of what information we are collecting, and how we are using it.

### **Contact Us**

Please contact us if you have any questions about how your data is used, data retention periods, or wish to be removed from any communications or data processing activities: Email us or write to us at: King George's Hall, Northgate, Blackburn, BB2 1AA