



## **BE FESTIVAL Privacy policy**

BE FESTIVAL is committed to safeguarding the privacy of our website visitors and service users.

This policy applies where we are acting as a data controller with respect to the personal data of [our website visitors and service users]; in other words, where we determine the purposes and means of the processing of that personal data.

By visiting the website, you are agreeing to the terms and condition of the Privacy Policy.

You can contact BE FESTIVAL by emailing: [info@befestival.org](mailto:info@befestival.org)

Or by post at

BE FESTIVAL CIC  
c/o THE REP  
Broad St  
Birmingham B1 2EP

We may collect information that you provide us for the purpose of subscribing to our website services, email notification, newsletter and/or marketing information.

We may collect generic information about your visit to and use of the site, such as your IP addresses, geographical location, browser type, length of visit and number of page views. Individual users will not be identifiable from this information. We may use an analytics service provide for website traffic analysis and reporting and to track information such as which browser or IP address you are using to access our website.

We may collect information about how you use the Site as well as information about you from email or letters that you send to us. If you contact us, we may keep a record of that correspondence. We will only use any such information in accordance with the terms of this privacy policy.

### **How we use your personal data**

BE FESTIVAL collects your data in several ways, these are:

- When you sign up to the newsletter via the website
- When you sign up to agree to third party mailings from BE FESTIVAL when you buy a ticket to the festival using The REP box office. You will only be added to our mailing list if you give consent when buying a ticket.
- When you sign up to agree to third party mailings from BE FESTIVAL when you buy a ticket to the BEST OF BE tour via a venue box office. You will only be added to our mailing list if you give consent when buying a ticket.
- When you join our membership scheme in person or via the website
- When you provide your data with a festival feedback form & consent to join our mailing list

This data may include your name and address, email address and/or postal address.

We only use this data to;

a) provide you with marketing communications, news and information by post and email about our products, services and events that you request from us or which we feel may interest you, when you have consented to be contacted for such purposes.

## **Data Storage**

We will not share your data with third party organisations.

BE FESTIVAL does not transfer data internationally.

We will share **anonymised** data as required by our core funders Arts Council England, and as such it will also be stored by the Audience Agency [who hold the box office data].

The new GDPR laws state that we need to record when and how you gave your consent to keep the data. As such we will also hold this data.

## **Your Rights**

You can contact us any time to;

- 1) Ask what data we hold about you
- 2) Ask to be removed from the data list
- 3) Delete or change information we hold, e.g. change your email address.

You can do this by emailing [sadie@befestival.org](mailto:sadie@befestival.org) and making the request

## **Disclosure of your Information**

Other than as expressly set out in this Privacy Policy or as otherwise required or permitted by law, we will not share, sell or distribute any of the information you provide to us without your consent.

## **Cookies**

The Site uses cookies to ensure that you get the most out of the Site. A cookie is a text file sent by a web server to a web browser, and stored by the browser. The text file is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

Therefore, we may send a cookie which may be stored by your browser on your computer's hard drive. We may use the information we obtain from the cookie in the administration of the Site, to improve the Site's usability and for marketing purposes. We may also use that information to recognise your computer when you visit the Site, to monitor website traffic and to personalise the Site for you.

If you do not wish us to install cookies on your computer for these purposes, you may change the settings on your internet browser to reject cookies. For more information please consult the 'Help' section of your browser. Please note that if you do set your browser to reject cookies, you may not be able to use all of the features of our Site.

As mentioned above, we may use an analytics service provider for website traffic analysis and reporting. Analytics service providers generate statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to the Site may be used to create reports about the use of the Site and the analytics service provider will store this information.

## **Third Party Sites and Contributors**

The Site may contain links to websites and microsities that are operated by third parties. We do not control those websites and microsities and as such this Privacy Policy does not apply to those websites and microsities. Please consult the terms and conditions and privacy policy of those third-party websites and microsities to find out how they collect and use your personal data and to establish whether and for what purpose they use cookies.

Advertisements contained on our Site may operate as links to that advertiser's websites and as such any information they collect by virtue of you clicking on that link will be collected and used in accordance with the privacy policy of that advertiser.

## **Security and Data Retention**

We employ security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. We will retain your information, including your name, address, email, phone number (where applicable), for a reasonable period or as long as the law requires or permits.

We will store all the personal information you provide using secure servers.

Data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

We collect data from wherever users are situated. The information that we collect may therefore be transferred to the UK from any other country in which you may be located and will be subject to UK data protection laws rather than the laws of the country in which you are resident.

BE FESTIVAL reserves the right to make changes to the Privacy Policy from time to time so please check it periodically.