

Data Protection Policy and Privacy Policy

14th February 2022

Data Protection Policy

Definitions

Company	Means Smoking Apples Theatre Limited, a registered company.
GDPR	means the General Data Protection Regulation.
Responsible Person	means Molly Freeman.
Register of Systems	means a register of all systems or contexts in which personal data is processed by the Company.

1. Data protection principles

The company is committed to processing data in accordance with its responsibilities under the GDPR.

Article 5 of the GDPR requires that personal data shall be:

- a. processed lawfully, fairly and in a transparent manner in relation to individuals;
- b. collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;
- c. adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- d. accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay;
- e. kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals; and
- f. processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.”

2. General provisions

- a. This policy applies to all personal data processed by the company.
- b. The Responsible Person shall take responsibility for the company’s ongoing compliance with this policy.

- c. This policy shall be reviewed at least annually.

3. Lawful, fair and transparent processing

- a. To ensure its processing of data is lawful, fair and transparent, the company shall maintain a Register of Systems.
- b. The Register of Systems shall be reviewed at least annually.
- c. Individuals have the right to access their personal data and any such requests made to the company shall be dealt with in a timely manner.

4. Lawful purposes

- a. All data processed by the company must be done on one of the following lawful bases: consent, contract, legal obligation, vital interests, public task or legitimate interests ([see ICO guidance for more information](#)).
- b. The company shall note the appropriate lawful basis in the Register of Systems.
- c. Where consent is relied upon as a lawful basis for processing data, evidence of opt-in consent shall be kept with the personal data.
- d. Where communications are sent to individuals based on their consent, the option for the individual to revoke their consent should be clearly available and systems should be in place to ensure such revocation is reflected accurately in the company's systems.

5. Data minimisation

- a. The company shall ensure that personal data are adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

6. Accuracy

- a. The company shall take reasonable steps to ensure personal data is accurate.
- b. Where necessary for the lawful basis on which data is processed, steps shall be put in place to ensure that personal data is kept up to date.

7. Archiving / removal

- a. To ensure that personal data is kept for no longer than necessary, the company shall review emails and company documents annually (between December 15 - Jan 15) to ensure anything that is older than 5 years old, containing any personal data, is permanently deleted. With the exception of contracts or formal identification that will be kept for 6 years for tax reporting purposes, this will be kept on a secure database.
- a. The archiving policy shall consider what data should/must be retained, for how long, and why.

8. Security

- a. The company shall ensure that personal data is stored securely using modern software that is kept-up-to-date. Shared documents online are password protected and the passwords are only known to the company directors.

- b. Access to personal data shall be limited to personnel who need access and appropriate security should be in place to avoid unauthorised sharing of information.
- c. When personal data is deleted this should be done safely such that the data is irrecoverable.
- d. Appropriate back-up and disaster recovery solutions shall be in place.

9. Breach

In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data, the company shall promptly assess the risk to people's rights and freedoms and if appropriate report this breach to the ICO ([more information on the ICO website](#)).

Privacy Policy

The purpose of this policy is to give you a clear understanding of how we collect your personal information from you directly and from third parties, how we use it, and how we keep it secure. We are the data controller for your personal information, and we will ensure that it is used and stored in accordance with the Data Protection Act (1998) and Electronic Communications Regulations (2003) and, as of 25th May 2018, the EU General Data protection Regulation (EU 2016/679).

At any time you have the right to ask Smoking Apples Theatre Limited to amend or to stop how it uses your personal information including for marketing purposes.

Every email we send to you will include details on how to change your communications preferences or unsubscribe from future communications.

You can request full details of personal information we hold about you under the Data Protection Act 1998, or after 25 May 2018, The General Data Protection Regulation, by contacting the Data Team. Please send a description of the information you would like to see, together with proof of your identity to mail@smokingapplestheatre.com

You also have the right to get information held about you by us corrected. If you have any concern about the accuracy of your personal data or if you would like us to remove the personal information we hold about you, please contact us using the contact details set out at the top of this Privacy Policy.

You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office.

Are you under 18?

If you are under 18, please ensure that you obtain your parent/guardian's consent beforehand whenever you provide personal information to the website. If you don't have that consent, you must not provide personal information to us.

What information do we collect directly from you?

When you join our mailing list, purchase tickets online or book onto a workshop directly with Smoking Apples, we need to collect information from you in order to provide the service you are requesting. There are occasions where you can choose to not provide us with the information we require, but this will then impact the service we are able to provide.

We will use your information for the purposes listed below either on the basis of:

- performance of your contract with us and the provision of our services to you;
- your consent (where we request it);
- where we need to comply with a legal or regulatory obligation; or
- our legitimate interests (see below for further information).

Legitimate interests

Where we refer to using your information on the basis of our “legitimate interests”, we mean our legitimate business interests in conducting and managing our business and our relationship with you, including the legitimate interest we have in:

- personalising, enhancing, modifying or otherwise improving the services and/or communications that we provide to you;
- detecting and preventing fraud and operating a safe and lawful business;
- improving security and optimisation of our network, sites and services; and
- providing you with customer service.

Where we use your information for our legitimate interests, we make sure that we take into account any potential impact that such use may have on you. Our legitimate interests don’t automatically override yours and we won’t use your information if we believe your interests should override ours unless we have other grounds to do so (such as your consent or a legal obligation).

How long do 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 notice and to fulfil our legal obligations. We will not keep more information than we need.

If you ask us to stop sending direct marketing communications to you, we will retain the information required (e.g. name, address or email address) to ensure we adhere with such requests.

END OF POLICY