

## **Welcome to Tyneside Cinema's Privacy Policy.**

*Updated 24 May 2018*

Tyneside Cinema respects your privacy and is committed to protecting your personal data. We want to be transparent with you about how we collect and use your data in making available on our website and at other points of interaction where we may collect your data, and tell you about your privacy rights and how the law protects you.

With that in mind, this Privacy Policy is designed to describe:

- Who we are and how to contact us.
- Your rights relating to your Personal Data.
- Marketing communications preferences.
- What Personal Data we collect.
- How we use your Personal Data and why.
- What happens when you do not provide necessary Personal Data.
- How we use cookies and other tracking or profiling technologies.
- Who we share your Personal Data with.
- How we keep your Personal Data secure.
- How long we store your Personal Data.
- Our policy on children.
- Third party links.

This Privacy Policy aims to give you information about how Tyneside Cinema collects and processes your Personal Data whether the information you provide us with us is online, in person, by phone, or by email.

The Privacy Policy is intended to meet our duties of Transparency under the "General Data Protection Regulation" or "GDPR".

We will post any modifications or changes to this Privacy Policy on this page.

### **Who we are and how to contact us.**

#### **Who we are.**

**Tyneside Cinema** is the Controller (for the purposes of the GDPR) of your Personal Data (referred to as either ["COMPANY"], "we", "us" or "our" in this Privacy Policy).

Our address is: 10 Pilgrim Street, Newcastle upon Tyne, NE1 6QG.

This policy applies to Tyneside Cinema, a wholly owned subsidiary, which is made up of two different legal entities - Tyneside Cinema, a registered charity - and Tyneside Cinema Trading Co. Limited, through which our three food and drink spaces, Tyneside Bar Café, Vicolo and Tyneside Coffee Rooms operate. This policy is issued on behalf of the group.

### **How to contact us**

You can contact Tyneside Cinema with any questions regarding data by emailing: [privacy@tynesidecinema.co.uk](mailto:privacy@tynesidecinema.co.uk)

Or in writing to us at:

Marketing Department  
Tyneside Cinema  
10 Pilgrim Street  
Newcastle upon Tyne  
NE1 6QG

### **Your rights relating to your Personal Data.**

By law you have the right to:

- Request access to your Personal Data. This enables you to receive a copy of the Personal Data we hold about you and to check that we are lawfully processing it.
- Request correction of the Personal Data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your Personal Data. This enables you to ask us to delete or remove Personal Data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your Personal Data where you have exercised your right to object to processing (see below).
- Object to processing of your Personal Data. This right exists where we are relying on a Legitimate Interest as the legal basis for our processing and there is something about your particular situation, which makes you want to object to processing on this ground. You also have the right to object where we are processing your Personal Data for direct marketing purposes.
- Request the restriction of processing of your Personal Data. This enables you to ask us to suspend the processing of Personal Data about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your Personal Data. We will provide to you, or a third party you have chosen, your Personal Data in a structured, commonly used, machine-readable format. Note that this right only applies to

automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- Withdraw consent. This right only exists where we are relying on consent to process your Personal Data (“Consent Withdrawal”). If you withdraw your consent, we may not be able to provide you with access to the certain specific functionalities of our service. We will advise you if this is the case at the time you withdraw your consent.

### **How to exercise your rights**

If you want to exercise any of the rights described above, please contact us at [privacy@tynesidecinema.co.uk](mailto:privacy@tynesidecinema.co.uk)

There won't usually be a charge to access your personal data, except in relation to Consent Withdrawal, where we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your Personal Data (or to exercise any of your other rights). This is a security measure to ensure that Personal Data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

### **Complaints**

If you would like to make a complaint regarding this Privacy Policy or our practices in relation to your Personal Data, please contact: [privacy@tynesidecinema.co.uk](mailto:privacy@tynesidecinema.co.uk)

Or write to us at:

Marketing Department  
Tyneside Cinema  
10 Pilgrim Street  
Newcastle upon Tyne  
NE1 6QG

We will reply to your complaint as soon as we can.

If you feel that your complaint has not been adequately resolved, please note that the GDPR gives you the right to contact your local data protection supervisory authority, which for the UK is the [Information Commissioner's Office](#).

## Marketing communications preferences

You can ask us to stop sending you marketing messages at any time by following the unsubscribe links on any marketing message sent to you or by contacting us at any time using the contact details shown above.

Where you opt out of receiving these marketing messages, this will not apply to Personal Data provided to us as a result of purchasing tickets, for example booking confirmation emails or correspondence regarding the renewal of a membership such as a Friends or young Tyneside membership.

## What Personal Data we collect

All the Personal Data we may collect, both from you and from third parties about you, is outlined in the table below.

Before you read that table, it might be useful to explain what “Personal Data” is. Essentially, it boils down to: information about an individual, from which that individual is either directly identified or can be identified. For more information about ‘Personal Data’ and your rights under GDPR visit [www.ico.org.uk](http://www.ico.org.uk)

It does not include ‘anonymous data’ (i.e., information where the identity of an individual has been permanently removed).

However, it does include ‘indirect identifiers’ or ‘pseudonymous data’ (i.e., information which alone doesn’t identify an individual but, when combined with certain additional and reasonably accessible information, could be attributed to a particular person).

Category of Personal Data which may be collected	What this means
Identity Data	First name, surname, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
Contact Data	Your home address, work address, billing address, email address and telephone numbers.
Financial Data	Your bank account and payment card details.
Transaction Data	Any details about payments to and from you and other details of subscriptions and services you have purchased

	from us. Data in respect of your transactions with third parties (including your credit history).
Marketing and Communications Data	Your preferences in receiving marketing from us and your communication preferences.
Behavioural Data	Inferred or assumed information relating to your behaviour and interests, based on your online activity. This is most often collated and grouped into “segments” (e.g. there may be a segment for women, who like British comedy films).
Technical Data	Internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website or use our services.

### When we collect data

We collect data in the following ways when you:

- Make a booking or purchase online, over the phone or in person.
- Join one of our members schemes (e.g. Friends, Young Tyneside, Corporate)
- Create an account online
- Engage with us on social media
- Contact us for some other reason, e.g. a general enquiry, complaint or other interaction
- Book a private or corporate event
- Enter prize draws or competitions
- Complete customer surveys
- Comment on or review our services
- Visit the building, (your image may be captured on our CCTV systems which are operated for customer and staff security purposes)

### Aggregated Data

We also collect, use and share “Aggregated Data” such as statistical or demographic. Aggregated Data may be derived from your Personal Data, but once in aggregated form it will not constitute Personal Data for the purposes of the GDPR as this data does not directly or indirectly reveal your identity. However, if we combine or connect Aggregated Data with your Personal Data so that it can directly or indirectly identify you, we treat the combined data as Personal Data which will be used in accordance with this Privacy Policy.

## Special Categories of Personal Data

Under GDPR “Special Categories of Personal Data” means details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. In most cases we do not collect Special Categories of Personal Data, however we may collect gender and date of birth data and ask for young people to show us an NUS card as an identified form of ID for proof of age. We do not collect any information about criminal convictions and offences.

## How we use your Personal Data and why

We will only use your Personal Data for the purposes for which we collected it as listed below, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

If we need to use your Personal Data for an unrelated purpose, we will update this Privacy Policy and we will explain the legal basis which allows us to do so.

## What is our “legal basis” for processing your Personal Data?

In respect of each of the purposes for which we use your Personal Data, the GDPR requires us to ensure that we have a “legal basis” for that use. Most commonly, we will rely on one of the following legal bases:

- Where we need to perform a contract we are about to enter into or have entered into with you (“**Contractual Necessity**”).
- Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests (“**Legitimate Interests**”). More detail about the specific legitimate interests pursued in respect of each Purpose we use your Personal Data for is set out in the table below.
- Where we need to comply with a legal or regulatory obligation (“**Compliance with Law**”).
- Where we have your specific consent to carry out the processing for the Purpose in question (“**Consent**”).

Generally we do not rely on your Consent as a legal basis for using your Personal Data other than in the context of direct marketing communications.

We have set out below, in a table format, the legal bases we rely on in respect of the relevant Purposes for which we use your Personal Data.

Purpose	Category(ies) of Personal Data involved	Why do we do this	Our legal basis for this use of data
Account Creation	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> </ul>	To register you as a new customer.	Contractual Necessity.
To process payments for tickets and memberships (and their associated services and functionalities)	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Finance Data</li> <li>• Transaction Data</li> </ul>	To process and deliver your order including manage payments, fees and charges.	Contractual Necessity.
Fraud Prevention	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> </ul>	To keep our website, our services and associated systems operational and secure.	Legitimate Interests.  We have a legitimate interest in ensuring the ongoing security and proper operation of our services, website and associated IT services and networks.
Troubleshooting	<ul style="list-style-type: none"> <li>• Technical Data</li> </ul>	To track issues that might be occurring on our systems.	Legitimate Interests.  It is in our legitimate interests that we are able to monitor and ensure the proper operation of our Sites and associated systems and services.

Marketing	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Marketing and Communications Data</li> </ul>	To form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which services and offers may be relevant for you.	<p>Legitimate Interest</p> <p>We have a legitimate interest in providing you with updates on our Sites and related offers where you have purchased or shown interest in similar services from us.</p>
Audience Research	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Transactional</li> <li>• Behavioral</li> <li>• Technical</li> </ul>	To inform and improve current and future goods and services	<p>Legitimate interest to study how customers use our products/services, to develop our business, goods and services.</p>

### What happens when you do not provide necessary Personal Data?

Where we **need** to process your Personal Data either to comply with law, or to perform the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you.

In this case, we will notify you of this at the time.

### Personal Data from Third Party Sources

In addition to the Personal Data that we collect directly from you (as described in the section immediately above this one), we also collect certain of your Personal Data from third party sources. These sources are broken down in the table below, together with a description of whether they are publicly available or not.

Third party data source	Publicly available?	Category(ies) or other types of personal data received.
Credit Reference agencies	No	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Transaction Data</li> </ul>
Social Media sites	Yes	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> </ul>
Our Affiliates	No	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Marketing and Communications Data</li> </ul>
Analytics Providers	No	<ul style="list-style-type: none"> <li>• Technical Data</li> <li>• behavioral Data</li> </ul>
Advertisers	No	<ul style="list-style-type: none"> <li>• Behavioural Data</li> <li>• Technical Data</li> </ul>

## How we use cookies & other tracking or profiling technologies.

### Cookies.

#### What are cookies?

We may collect information using “cookies”. Cookies are small data files stored on the hard drive of your computer or mobile device by a website. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer or mobile device until you delete them) to provide you with a more personal and interactive experience on our Site.

We use two broad categories of cookies:

- first party cookies, served directly by us to your computer or mobile device; and
- third party cookies, which are served by our partners or service providers on our Site.

#### Cookies we use

Our Site uses the following types of cookies for the purposes set out below:

Type of cookie	Purpose
<i>Essential Cookies</i>	<p>These cookies are essential to provide you with services available through our Site and to enable you to use some of its features. For example, they allow you to log in to secure areas of our Site and help the content of the pages you request to load quickly. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.</p>
<i>Functionality Cookies</i>	<p>These cookies allow our Site to remember choices you make when you use our Site, such as remembering your language preferences, remembering your login details and remembering the changes you make to other parts of our Site which you can customise. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you visit our Site.</p>
<i>Analytics and Performance Cookies</i>	<p>These cookies are used to collect information about traffic to our Site and how users use our Site. The information gathered via these cookies does not “directly” identify any individual visitor. However, it may render such visitors “indirectly identifiable”. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access our Site. The information collected is aggregated and anonymous. It includes the number of visitors to our Site, the websites that referred them to our Site, the pages they visited on our Site, what time of day they visited our Site, whether they have visited our Site before, and other similar information. We use this information to help operate our Site more efficiently, to gather broad demographic information and to monitor the level of activity on our Site.</p> <p>We use Google Analytics for this purpose. Google Analytics uses its own cookies. It is used to improve how our Site works and for analysis to improve our services and products. You can find out more information about Google Analytics cookies here: <a href="https://developers.google.com/analytics/resources/concepts/gaConceptsCookies">https://developers.google.com/analytics/resources/concepts/gaConceptsCookies</a>]</p> <p>You can find out more about how Google protects your data here: <a href="http://www.google.com/analytics/learn/privacy.html">www.google.com/analytics/learn/privacy.html</a>.</p>

<i>Social Media Cookies</i>	These cookies are used when you share information using a social media sharing button or “like” button on our Site or you link your account or engage with our content on or through a social networking website such as Facebook, Twitter or Google+. The social network will record that you have done this.
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### Disabling cookies

You can typically remove or reject cookies via your browser settings. In order to do this, follow the instructions provided by your browser (usually located within the “settings”, “help” “tools” or “edit” facility). Many browsers are set to accept cookies until you change your settings.

If you do not accept our cookies, you may experience some inconvenience in your use of our Site. For example, we may not be able to recognise your computer or mobile device and you may need to log in every time you visit.

Further information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.com.uk](http://www.youronlinechoices.com.uk).

You can also prevent the use of Google Analytics relating to your use of our Site by downloading and installing the browser plugin available via this link: <http://tools.google.com/dlpage/gaoptout?hl=en-GB>

### **Who we share your Personal Data with**

The table below describes who we share your Personal Data with, what we share and why we share it.

<b>Recipients</b>	<b>Category(ies) of Personal Data we share.</b>	<b>Why we share it</b>	<b>Location(s)</b>
Our Affiliates	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> </ul>	Our affiliates help us provide our service and help manage our customer relationships (including providing customer support, customer liaison etc).	<ul style="list-style-type: none"> <li>• Within Europe</li> <li>• The United States</li> </ul>
Service Providers	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> <li>• Technical Data</li> </ul>	Our service providers provide us with IT and system administration services, financial	<ul style="list-style-type: none"> <li>• Within Europe</li> </ul>

		services including direct debit and wage processing, HR support, Box Office provision and audience research services.	<ul style="list-style-type: none"> <li>• New Zealand</li> </ul>
Professional advisers	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> </ul>	Our lawyers, bankers, auditors and insurers provide consultancy, banking, legal, insurance and accounting services.	<ul style="list-style-type: none"> <li>• Within Europe</li> </ul>
HM Revenue & Customs, regulators and other authorities	<ul style="list-style-type: none"> <li>• Identity Data</li> <li>• Contact Data</li> </ul>	Authorities may require reporting of processing activities in certain circumstances	<ul style="list-style-type: none"> <li>• Within Europe</li> </ul>

### **Funders and Stakeholders**

We are also required at times to provide aggregated and anonymised data to external funding bodies such as Arts Council England (ACE) and British Film Institute (BFI) in order to report against grant income.

### **Data transfers**

As you can see from the above, we do not transfer your Personal Data to any parties located outside the European Economic Area. This is including our staff, representatives and advisors.

### **How we keep your Personal Data secure.**

We have put in place appropriate security measures to prevent your Personal Data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed.

We limit access to your Personal Data to those employees and other staff who have a business need to have such access. All such people are subject to a contractual duty of confidentiality.

We have put in place procedures to deal with any actual or suspected Personal Data breach. In the event of any such breach, we have systems in place to work with applicable regulators. In addition, in certain circumstances (e.g., where we are legally required to do so) we may notify you of breaches affecting your Personal Data.

### **How long we store your Personal Data.**

We will only retain your Personal Data for so long as we reasonably need to use it for unless a longer retention period is required by law (for example for regulatory purposes).

### **Our policy on children.**

We do not knowingly collect data relating to children under 15, unless specifically required for a learning and participation activity, including where this data is essential for processing and safeguarding.

### **Third party links.**

This Site may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share your Personal Data. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our Site, we encourage you to read the privacy policy of every site you visit.