

## **Pavilion Theatre**

### **Privacy Policy**

Pavilion Theatre website is designed, created and co-ordinated by Pavilion Theatre to promote and inform the public about Pavilion's work, as well as to engage our audience.

At Pavilion Theatre we respect your right to privacy and comply with our obligations under the EU General Data Protection Regulations, as enacted in the Data Protection Bill 2018.

When you book tickets with us at Pavilion Theatre, we understand that you are trusting us with your information. We collect information from you when you register on our website, place an order or subscribe to our newsletter. This Privacy Policy aims to help you understand what data we collect, why we collect it, what we do with it and how long we retain it for.

As one of our customers, this is important; we hope you will take time to read it carefully.

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#### **Types Of Data We Collect:**

##### **Ticketing Data**

When you purchase tickets, gift vouchers, or merchandise through our Box Office and website, we will ask for your name, email, phone number, and address data. If you consent to provide this data it will be stored by our ticketing partner, Ticketsolve.

When you book tickets online, your data is shared between Pavilion Theatre, Realex (payment gateway), and Ticketsolve (ticketing platform) in order to process the transaction and will be stored by our ticketing partner, Ticketsolve.

Any credit card details provided through Box Office or online are processed through Realex, our payment provider. Pavilion Theatre does not store our customers' financial details nor do we have access to these details.

For more information, please see their privacy notices here:

- [Realex/Global Payments Privacy Statement](#)
- [Elavon Privacy Policy](#)
- [Ticketsolve Privacy Policy](#)

### **Subscription Data**

Where patrons have opted in to be contacted by email, data will be shared with Mailchimp (our email partner). You may opt out of receiving our emails at any time by clicking 'unsubscribe' at the bottom of any of our emails or by [clicking here](#).

For more information, please see their privacy notices here:

- [Mailchimp Privacy Policy](#)

Where patrons have opted in to be contacted by postal mailings, data will be shared with Sooner Than Later (our printing partners). You may opt out of receiving postal mailings from us at any time by calling our Box Office on +353-1-2312929. You may also write to us at Pavilion Theatre, Marine Road, Dún Laoghaire, Co. Dublin, A96 Y959, or email [boxoffice@paviliontheatre.ie](mailto:boxoffice@paviliontheatre.ie)

For more information, please see their privacy notices here:

- [Sooner Than Later Privacy Policy](#)

Pavilion Theatre will not use your contact details to send you promotional emails or postal mailings unless you have explicitly given us consent to do so.

Ticketsolve, Realex, Mailchimp and Sooner Than Later act as data processors on behalf of Pavilion Theatre and have implemented appropriate technological measures to protect against accidental loss, destruction, damage, alteration or disclosure.

### **What Do We Use Your Information For?**

Any of the information we collect from you may be used in one of the following ways:

- To improve customer service.  
(Your information helps us to more effectively respond to your customer service requests and support needs).

- To process transactions and manage your account/order.  
Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.
- To inform you about upcoming events  
Upon your approval, the email address and/or postal address you provide for order processing may be used to send you information through email and online advertising, and updates pertaining to your order, in addition to receiving occasional company news, updates, related product or service information, etc.
- We also gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our marketing.

## **E-Mail Marketing Communications Policy**

If you have opted-in to receive our e-mail marketing communications, you will receive the following:

- Our monthly email newsletter, highlighting the forthcoming month's events, and a weekly email to our cinema audience highlighting our cinema programme.
- Occasionally we will inform you about additional upcoming events through email and online advertising, based on your previous bookings at Pavilion Theatre.

If you have not opted-in to receive e-mail newsletters, you will not receive these e-mails. When you opt-in you are added to a software system called Mailchimp. Mailchimp is a marketing automation platform and an email marketing service. For more information on Mailchimp's Privacy Policy please see here: [Mailchimp Privacy Policy](#)

## **Postal Mailing Marketing Communications Policy**

If you have opted-in to receive our postal mailing communications, you will receive the following:

- We post our season brochure three times a year to customers who have booked within the last two years.
- Occasionally we post out letters highlighting specific shows and special offers.

If you have not opted-in to receive postal correspondence, you will not receive anything in the post.

We use a third party to post out our season brochure; Sooner Than Later. For more information on Donridge Print's Privacy Policy please see here: [Sooner Than Later Print Privacy Policy](#)

**Note:**

If at any time you would like to unsubscribe of receiving future emails, you may opt out by clicking 'unsubscribe' at the bottom of any of our emails. If at time you would like to opt out of receiving postal mailings from us, please call our Box Office on +353-1-2312929. You may also write to us at Pavilion Theatre, Marine Road, Dún Laoghaire, Co. Dublin, A96 Y959, or email [boxoffice@paviliontheatre.ie](mailto:boxoffice@paviliontheatre.ie)

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## **Website Cookies**

When someone visits our website ([www.paviliontheatre.ie](http://www.paviliontheatre.ie)) we use a number of third party services to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site, types of devices used, and length of time on pages. They cannot be used to identify you personally.

Currently we operate an 'implied consent' policy which means that we assume you are happy with our use of cookies. If you are not happy, then you should either not use this site, or you should delete our cookies once you have visited the site, or you should browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.)

### **What Are Cookies?**

Cookies are files which contain a small amount of information. Cookies are stored on the browser or hard drive of your computer or device.

### **What Kind Of Information Do We Collect By Using Cookies?**

When you visit our website, we may automatically collect the following types of information from you: Your internet protocol (IP) address, your login information, time zone setting, operating system and platform, information about your visits including the URL you came from, your country, the search terms you used in our website, products you viewed or searched, page response times, download errors, length

of visits to certain pages, page interaction information, and the methods used to browse away from the page.

### **How We Use Cookies?**

Cookies are used by us so that our website can remember what you have done whilst browsing, for instance, your log-in details, how far you have progressed with an order and what is in your shopping cart.

### **What Type Of Cookies Do We Use?**

Cookies can be in the form of session cookies or persistent cookies. Session cookies are deleted from your computer or device when you close your web-browser. Persistent cookies will remain stored on your computer or device until deleted or until they reach their expiry date. We use the following cookies:

#### **Compliance Cookies**

This cookie allows us to know whether or not you have given consent to the use of cookies and therefore do not need to be presented with this consent request message again.

#### **Google Analytics Cookies**

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

#### **Functionality Cookies**

These are cookies used for core site functionality.

#### **Targeting Cookies**

These cookies record your visit to our website, the pages you have visited and the links you have followed. These cookies allow you to share and send information to other third party websites.

#### **Email Tracking**

Some emails that we send you have no tracking in at all, for example personal correspondence or emails with invoices attached. In our official e-newsletters (sent using Mailchimp) we put in tracking so that we can tell how much traffic those emails send to our site and we can track, at an individual level, whether the user has opened and clicked on the email. We rarely use the latter information at

a personal level, rather we use it to understand open and click rates on our emails to try and improve them. If you want to be sure that none of your email activity is tracked then you should unsubscribe from our newsletter using the unsubscribe link at the bottom of the email.

### **Social Sharing Cookies**

These cookies are used to make the sharing of content easier. Some of our website pages may contain applications and tools that are linked to third party social media service providers such as Facebook and/or Twitter. Through these applications or tools, the social media service provider may set its own cookies on your device (“third party cookies”). We do not control the settings of these cookies so we suggest you check the social media service provider’s website for more information about their cookies and how to manage them. We also have a variety of pages on social media sites such as Facebook and Twitter and we provide links to these pages on our website. If you choose to click on these links, the social media service provider may set its own cookies on your device. We do not control the settings of these cookies so we suggest you check the social media service provider’s website for more information about their cookies and how to manage them.

We have set out links below to some of the third party social media service providers we work with who set cookies on our website, each of which have instructions on how to opt out of their cookies. If you would like more information on the social sharing cookies and how to manage them, please visit the relevant social media service provider’s website for more information:

- [Facebook Cookie Policy](#)
- [Twitter Cookie Policy](#)
- [YouTube Cookie Policy](#)
- [Google Analytics Cookie Policy](#)
- [Mailchimp Cookie Policy](#)

### **Disabling Cookies**

You can prevent the setting of cookies by adjusting the settings on your browser. Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies may result in the disabling of certain functionality and features of our website. For further information please refer to: <https://www.aboutcookies.org/how-to-delete-cookies/>

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## **Record Retention Periods**

- Customer data on Ticketsolve – removed after 3 years of inactivity
- Customer data on Mailchimp – removed after 3 years of inactivity
- Photograph Consent Forms – shredded after 2 years
- CVs and cover letters – shredded after 1 year if there are no suitable positions
- CCTV Footage – images retained for 14-30 days, depending on the volume of data that has been recorded. Images that are needed for legal reasons will be kept until such time as the legal proceedings are over

## **Your Consent**

By using our site, you consent to our website privacy policy.

## **Changes to our policy**

We may review and update this policy. Any changes to our privacy policy will be updated in this document. Policy changes will apply only to information collected after the date of the change. This policy was last updated on 19 May 2020. This Privacy Policy will be audited every six months to ensure continued compliance with regulations.

## **Access to your personal information**

You are entitled to view, amend, or delete the personal information that we hold. Email your request to [boxoffice@paviliontheatre.ie](mailto:boxoffice@paviliontheatre.ie) and you will be sent a Data Request Form

## **Questions and feedback**

We welcome your questions, comments, and concerns about your privacy. Please send us any feedback pertaining to privacy, or any other issue to [boxoffice@paviliontheatre.ie](mailto:boxoffice@paviliontheatre.ie). You may also write to us at Pavilion Theatre, Marine Road, Dún Laoghaire, Co. Dublin, A96 Y959, or call us on +353-1-2312929

Should you wish to make a complaint you can contact the Data Protection Commissioner at Office of the Data Protection Commissioner, Canal House, Station Road, Portarlinton, Co. Laois, R32 AP23, Ireland. Phone +353 (0761) 104 800 | LoCall 1890 25 22 31 | Fax +353 57 868 4757 | email [info@dataprotection.ie](mailto:info@dataprotection.ie).