**ARENA THEATRE**

**Privacy Policy, revised February 2022**

The Arena Theatre is committed to protecting your privacy and ensuring all of your personal information is safe and secure. This privacy policy outlines how we will use, maintain and disclose data collected from users of our website and Box Office system.

**Your data**

Our online Box Office is managed using Ticketsolve, and payments are processed through Realex and Global Payments. All orders – including those made by telephone or in person – will be processed through these systems. You have the right to opt out of any communications, or to ask that your details be removed from any or all of our databases at any time. To do this, please click the link in any e-mail, call our Box Office on 01902 321 321, or e-mail arena@wlv.ac.uk to update your preferences.

When booking tickets through our Box Office, our staff will request your first and surname, e-mail address and telephone number as a minimum. Your e-mail address is in the interest of sending you an order confirmation and your tickets so you are able to print these, and your telephone number will ONLY be used in the event of a performance cancellation so we can contact you quickly and efficiently.

If you sign up to our e-mail list, your details will also be held on MailChimp which is integrated with the Ticketsolve system. MailChimp is our e-mailing software where we send out the latest news, ticket deals and event information at the Arena Theatre. You will only be signed up to receive these e-mails if you request it when first signing up to our Box Office system.

Our Ticketsolve system also has the feature to opt-in to receive mailouts from the Arena Theatre. The Arena Theatre will only mail out our brochure twice bi-annually: in August and in December. You will not receive any further information from the Arena Theatre by post.

Artists and companies who perform at the Arena Theatre also play at other venues in Wolverhampton and the wider Black Country. If you give permission for your data to be shared with the artists or promoters of events which you attend, then we may pass your contact details to those artists or organisations.

We will never sell any part of your data, nor share it with any artist or promoter whose events you have not attended. We may, from time to time, contact you ourselves to let you know about events by other promoters which we think you might enjoy – you will receive this information if you are opted-in on MailChimp.

If you have not booked tickets at the Arena Theatre within the space of three years, your details will be removed from our Box Office system.

**The information we collect**  
  
We may collect, store and use the following types of personal data:

* Details of any transactions you have made when booking tickets.
* Information that you provide to us for the purpose of registering with us.
* Information that you provide to us for the purpose of subscribing to our website services, e-mail notifications and/or newsletters.
* Any other information that you choose to send to us.

**How we will use this information**

We may use your information to contact you about further events that you have requested. We may also contact you regarding events which we think may be interest to you or share your information with selected organisations which may also be of interest to you (however, this will only occur if you choose to allow us to do this when providing us with your details). If you no longer wish for us to use your information in this way, please contact us by calling our Box Office on 01902 321 321, or e-mailing us via arena@wlv.ac.uk

**Cookies**

Cookies are necessary to the process of booking your tickets through our website, using the Ticketsolve system, however they are only temporary. Other temporary cookies present on our website are there to ensure that website content is displayed correctly and will disappear when your user session has ended. We cannot be responsible for cookies relating to third-party features such as Facebook, Twitter, Google etc.

**Disclosure of information**

The transmission of information over the internet is not completely secure. We will do our best to protect your personal data, but we cannot guarantee the security of the data transmitted to this site and any transmission is at your own risk. Please be aware that the Arena Theatre may be obliged to give information to the relevant authorities if required to by law, in which case we will comply with judicial proceedings.

**Unsubscribing**

If at any time you wish to unsubscribe from any communication you have with us, or wish to change and update your personal information, please contact our Box Office (01902 321 321) or e-mail us (arena@wlv.ac.uk).

**Privacy policy amends**

We will update this privacy policy from time-to-time by posting a new version on our website. You should check our website regularly to ensure you are happy with any changes. We may also notify you of changes to our privacy policy by e-mail.

**This privacy policy was last reviewed in February 2022.**

**If you have any queries regarding how your data is kept and handled by the Arena Theatre, please contact our Front of House and Education and Outreach Manager, Sam Fleming on (01902) 322646 or Sam.Fleming@wlv.ac.uk.**