



## **Data Protection and Privacy Policy**

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. By visiting the website, you are accepting and consenting to the practices described in this policy.

We are committed to protecting your privacy. We will use the information that we collect about you in accordance with the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003 and the General Data Protection Regulation from 25th May 2018. If you need to contact us in relation to how we hold or process your data our postal address is a and Registered Charity and Company Limited by Guarantee

Charity Number: 1204648 Company Number: 13709751

### **The personal data we collect and process when you use the Boho Arts website**

You can browse Boho Arts website without telling us who you are or revealing any personal information about yourself. If you have cookies enabled on your web browser, our website will collect information about your visit as you move through the site.

We receive and store certain details whenever you use the Boho Arts website. We log your computer's Internet Protocol (IP) address used to connect your computer to the Internet, and the requests it makes to our servers. Our website uses cookies to enable online transactions, to understand how people use our website and to inform our digital advertising.

If you have registered for a user account on our website then we may be able to identify you personally using a cookie set on your computer. We may track your use of the website and record this information in your user account. The information we track may include: your login information (where applicable), browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from the Website (including date and time); Event or Exhibition tickets you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs), and methods used to browse away from the page.



## **We may collect and process the following data from you:**

Information that you provide by filling in forms on the Websites, this includes information provided at the time of registering to use our websites, subscribing to our services, posting material or requesting further services.

- Information that you provide when you enter a competition or promotion sponsored by us.
- Information that you provide (along with details of the fulfilment of your order) when you make a purchase transaction from us or via a third party (such as an online seller of event tickets).
- Information provided in correspondence when you contact us.
- Information that you provide when you complete surveys that we use for research purposes.

## **When you buy something from Boho Arts**

We collect your name and contact details when you buy tickets or other products on our website, over the phone or in person. We maintain a record of your transaction history, but we never store your payment card number (although we may keep a note of the first six and last four digits to help us identify transactions).

## **When you give us information**

When you buy something from us, we will ask you if you would like to receive information from us in future and how you would like to receive that information. If you would like to receive information, we will ask you to make it clear that you agree to our keeping your details and receiving that information from us. If you do not want to receive future information from us do not opt in. If you have signed up to our Access Scheme, we will note this in your customer record.

## **When we send you an email**

We keep a record of the emails we send you, and we may track whether you receive or open them (if your email software provides this information). If you click on a link in an email, we have sent you, we will log this. We may then track any subsequent actions online, such as buying a ticket.



## **How we hold your personal information**

Your personal data may be held and processed on Boho Arts systems or systems managed by suppliers on behalf of Boho Arts. We maintain a Booking System called Bookwhen to hold contact details and a record of your interactions with Boho Arts such as ticket purchases, donations, memberships, attendance of events and basic demographic information you supply to us when you book. Where possible we aim to keep a single record for each customer. We also maintain a CRM marketing system called Brevo that you chose to subscribe to. This holds the information you provide such as your name, email and postcode and subscription preferences and track when and how often you open and/or click on digital marketing emails. Our website hosting platform is Wix. When you contact us through our website the contact details you provide and your message are stored so we can reply and maintain contact with you.

The transmission of data via the Internet is not completely secure. We cannot guarantee the security of any data transmitted to our website, however, once we have received your data, we will use adequate security procedures to prevent unauthorised access. The website, booking and CRM systems can only be accessed by people who need it to do their job. Certain data, for example some sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

## **What we use your personal information for**

We use your personal information (including your name, contact details and transaction history) to fulfil your orders, provide customer service and for analysis. We will not share your personal information with third party organisations, except as described below.

We use some of the information we collect about you, such as the record of the events you have attended, what you've told us you're interested in, and to tailor the marketing and fundraising communications we send to you (if you have opted in to receive those).

## **Your right to access your personal information**

You have the right to ask for a copy of the information we hold about you and to correct any inaccuracies in your information. Your right of access can be exercised in accordance with the Data Protection Act and GDPR.

### **Opting into and out of marketing and fundraising communications**

When you register for a user account on our website you can choose whether you would like to receive marketing and fundraising communications from Boho Arts by email. Once you have a user account, you can manage your preferences at any time



in the 'My Account' section of the booking pages on our website. We will contact you for marketing and fundraising purposes if one or more of these boxes is ticked. We will not contact you otherwise. We will always include opt-out (unsubscribe) instructions in any marketing or fundraising communications you receive from us. This will enable you to change your preferences at any time.

Many of the events at Boho Arts are presented in partnership with other artistic organisations and promoters. When booking we will give you the option to opt in to communication for each named partner organisation. If you choose to opt in, we will tell the relevant companies that you would like to hear from them, and give them your name and contact details you provide. We will not share sensitive information or your card/payment details.

If we have already given your data to the company you agreed to hear from, we can't remove you from their mailing list. To opt in or out of marketing or other communications from another company, please get in touch with them directly. They should always provide instructions for opting out (unsubscribing) in any marketing or other communications you receive. If you need help, please contact us.

## **Other communications**

If you have opted out of marketing communications, we may still get in touch with you if there is key information you need to know. For example, we may email or phone you to give you important information about the events you've booked or to tell you about any changes to start time or if a show is cancelled.

You may be included in our market research even if you have opted out of marketing communications. This research is anonymised. You will be given the opportunity to opt out of that research in any message you receive from us.

Boho Arts is a registered charity, and we actively raise money towards a broad range of projects and our ongoing work. We keep a record in our database of your donations and support of Boho Arts, including memberships like Friends and/or if you are a volunteer.

From time to time, we may analyse our database to find people who we think might be able to support us based on factors such as previous contributions, transaction history and demographics. We may note other relevant information about you in our database. This could be information that you have given us yourself, information from publicly available sources, or information shared by other organisations with your consent.

If you have opted in to receive marketing communications by email, you may also receive fundraising messages from us. We try to make these as relevant to you as we can. You can opt out of fundraising communications at any time by replying to any message you receive from us.



## **Cookies**

Cookies are pieces of data that a website can transfer to a user's web browser. The cookies may remain on your computer after you leave the website but you can manually delete them using most browsers. Most web browsers are pre-set to accept cookies. Some cookies store data just for the time you are on the website. These are called session cookies and are not stored on your computer after you have left the website.

If you prefer not to receive cookies, you can adjust your web browser to refuse cookies or to warn you when cookies are being used. Most elements of the Boho Arts website will still function if you disable cookies in your web browser settings.

When you visit the Boho Arts website, if your browser is using the standard settings and it is accepting cookies, you are giving consent for cookies on the Boho Arts website to be stored on your computer. If you do not wish for this to happen, you can disable them in the settings of your browser. For more information on cookies and their uses, visit The Information Commissioners Office page [About Cookies](#).

## **Google Analytics**

We use Google Analytics to collect information about how our visitors use and navigate our website. We use this information to report to our funders such as the Arts Council England and to analyse usage of our website so that we can continually work to add new features and improve your experience. This information is anonymous and cannot be used to identify you personally. Please read the [Google Analytics Privacy Policy](#) to find out more.

We use this data to inform the development of our service (for example, if we know which web browsers most of our visitors are using, we can allocate website development resources accordingly).

## **Google Analytics and Advertising Features**

We may use the Advertising Features of Google Analytics to find out more about the demographics and interests of our visitors. When you visit the website and see an advertisement (an 'impression'), a cookie is placed on your computer or device by, for example DoubleClick (Google's Internet ad serving business) and then if you visit another site that has ads served by DoubleClick, the same cookie can be read and modified by DoubleClick.

By tracking what kind of websites you visit and how you interact with ads for different products and services, Google aims to build up a picture of who you are; your age,



gender and interests. Using the Advertising Features of Google Analytics means we receive reports that tell us who Google thinks is visiting our site; age, gender and interests. The information is totally anonymous and you are not personally identifiable.

You can go to Google preferences to see what Google thinks are your age, gender and interests. You can add, edit or delete information on that page, or you can opt-out of Google collecting and analysing your behaviour altogether by going visiting there.

Google Analytics collects information anonymously, however you can opt-out of being tracked by Google Analytics across all websites you use by installing the Google Analytics Opt-out Browser Add-on.

## **Third-party website**

During your visits to the website, you may be delivered cookies by third-party websites. When you visit a page with content embedded from, for example, Facebook, SoundCloud, Vimeo, Twitter, YouTube, Google Maps or Flickr, you may be presented with cookies from these websites. Boho Arts does not control the dissemination of these cookies. You should check the third-party websites for more information.

The website may contain links to other websites that are outside our control and are not covered by this privacy policy. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours.

## **Sensitive information**

Sometimes we ask you to provide sensitive information, for example when you book for certain events or participate in some activities, or when you apply for a job. As with all the personal information we hold, sensitive information is held securely and restricted to those who need to use it. We will delete sensitive information when we no longer need it.

## **Changes to this Policy**

Boho Arts may make changes to this privacy policy from time to time. You should therefore check this page each time you submit personal information to us. The latest privacy policy will always appear on this page.