



# **Northern Broadsides**

## **PRIVACY POLICY**

**Northern Broadsides is a registered charity No. 1076764**

At Northern Broadsides, we are committed to maintaining the trust, confidence and privacy of our audiences, supporters, partners, funders and stakeholders.

This Privacy Policy provides information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and your rights to access it.

### **About you**

You are a person who has done one or more of the following:

- used our website
- subscribed to our mailing list.
- completed an online or paper feedback form and/or survey
- contacted us via email, via the contact form on our website/s or otherwise.
- interacted with us on social media, either directly or indirectly
- donated money via PayPal, cheque or cash
- told a venue where we perform that you are happy for them to pass on your information to us.
- submitted a CV to us.
- contacted us regarding auditions and/or has auditioned for us.
- attended one of our workshops, productions or events.

This privacy policy doesn't cover personal data we may hold about you as a result of you being an employee, trustee, supplier or freelance/sole trader with whom we work or we are discussing working with.

### **Information We Collect**

In running and maintaining our website, we may collect and process the following general data about you:

- Information about your use of our site including details of pages viewed and the resources that you access. Such information includes traffic data, location data and other communication data. This information does not identify you personally in any way.
- Information provided voluntarily by you. For example, when you register to join our mailing list, fill in an online or paper form, make a purchase or donation.

- Information about you that you have provided a venue where we perform which you are happy for them to pass onto us securely.
- Information that you provide when you communicate with us by any means.

We will also collect and hold information about any contact you have with us as a donor or supporter of Northern Broadsides, which may include details of:

- Ticket purchases and attendance
- Membership and donor status, including payment details where applicable
- Retail purchases
- Gift status and information, including payment details where applicable
- Details of correspondence sent to you, or received from you
- Communication preferences
- Any other information provided by yourself at the request of Northern Broadsides to process a transaction.

When we ask you to provide your personal information we will let you know why we are asking and how we will use your data, by directing you towards this notice.

Depending on your relationship with us and the preferences you have indicated, data we hold may be used to send you promotional, marketing, membership or fundraising information by post, telephone or electronic means. These types of communications can include:

- News and updates about the company
- Informing you of other products or services related to Northern Broadsides, such as events, retail offers, development and fundraising operations, including occasional targeted requests to consider supporting us in various ways.
- Other relevant communications based upon your relationship with Northern Broadsides.

### **Use of 'cookies'**

Like many other websites, the Northern Broadsides website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a more personalised service. You can allow, block or delete cookies installed on your computer by configuring the options of the browser installed on your computer.

### **Mailing Lists**

When you subscribe to our e-newsletter, we collect your name, email address and communication preferences which we use to keep you informed about our productions and how you can support us. We never pass this information on to other organisations without your permission. We also collect location and time zone data to better understand our subscribers and where they are, to create more targeted communications about events near you.

You can unsubscribe from our newsletter at any time by clicking the unsubscribe link at the bottom of any of our emails, or if you have received news by post, by contacting Northern

Broadsides at the address at the end of this notice. When you unsubscribe, we remove your personal information within 7 days of your request.

We use Mailchimp for all our electronic mail outs and they act as the data processors for this information. We collect consent in accordance with [GDPR regulations](#) using Mailchimp. To find out more please read [Mailchimp's Privacy Policy](#)

When you subscribe to our postal mailing list, your data is stored securely on a password protected Google Sheets file. You will sign up via Mailchimp, but [Zapier](#) sync all Mailchimp data in real time to the Google Sheets file. Zapier is coded to update your profile to 'unsubscribed' on this list, should you choose to do so on your online account, or you can alert us by email or phone using the details at the end of this notice. As before, when you unsubscribe, we remove your personal information within 7 days of your request.

### **Ticketing Information**

Tickets for our productions are sold through the venue we perform at directly, for which we will refer you to their privacy policy. At the point of checkout, they may ask if you are willing to share your information with Northern Broadsides, which they will do so securely after the event has passed.

As of December 2025, Northern Broadsides sell tickets for some events via **Ticket Tailor**. When you purchase a ticket, the platform will collect personal information necessary to process your order, including:

- Your name and contact information (email address, phone number)
- Billing and payment information (via PayPal)
- Details of the event(s) you attend

### **How we use your information**

Ticket Tailor (and other platforms) securely share your ticketing information with Northern Broadsides so we can:

- Confirm and manage your ticket purchase
- Send you information about the event you have booked
- Contact you regarding any changes or updates to the event

### **Data retention**

We will retain your personal information as follows:

- **Operational purposes:** Until the event has taken place, so we can manage your booking and respond to queries.
- **Accounting and legal purposes:** For up to six years following the event, to comply with UK tax, charity, and accounting obligations.

After this period, your personal information will be securely deleted or anonymised.

### **Third-party platforms**

Ticket Tailor, our venues, and PayPal may store or process your personal information as described in their privacy policies:

- [Ticket Tailor Privacy Policy](#)

- [PayPal Privacy Policy](#)

### **Marketing and fundraising communications**

At the point of checkout, you may be asked if you would like to **opt in** to receive information from Northern Broadsides about future events, activities, and fundraising. If you choose to opt in, your contact information will be added securely to our **Mailchimp mailing list**. Mailchimp acts as our data processor and will handle your information in accordance with their privacy policy. You can unsubscribe from these communications at any time via the unsubscribe link in any email or by contacting us at [info@northern-broadsides.co.uk](mailto:info@northern-broadsides.co.uk).

By purchasing a ticket, you consent to Northern Broadsides using your personal information as described above.

### **Donation Information**

When you support Northern Broadsides by becoming a Friend or donating to us, we collect personal information from you including your name, address, email, phone number and payment information. We use this information to communicate with you about our work, thank you for your support and manage renewals. Our lawful basis for processing this information is our contract with you and our legal obligation. We use third-party providers, PayPal to manage online donations and gift aid. To find out more, please read [PayPal's Privacy Policy](#).

We will share your personal information with HMRC and other organisations including funders where such data is required for monitoring and evaluation purposes where we have a legal obligation to do so. We retain your personal information for six years from your last donation as part of this legal obligation.

### **Disclosing Your Information and Third Parties**

#### **Third parties**

We are a National Portfolio Organisation funded by Arts Council England. We share aggregated data to complete funding annual reports for Arts Council England. We do not share your personal details, customer number, name, address, email or financial data. Our lawful basis for processing this information is your consent given when you purchase a ticket or complete an audience survey.

To find out more, please read [Arts Council England's data sharing and requirements for national portfolio organisations and Arts Council England's cookies and privacy policy](#).

We are required to share data with other funders solely for funding, monitoring and evaluation purposes. Where raw data is shared, this is for auditing purposes alone internal to the funding body and data will be anonymised as part of this process.

We will not disclose your personal information to any other party other than in accordance with this Privacy Policy and in the circumstances detailed below:

- Where we are legally required by law to disclose your personal information.
- To further fraud protection and reduce the risk of fraud.
- Where required by our funders for monitoring and evaluation purposes
- Third parties / stakeholders where this is in accordance with this privacy policy

## Third Party Links

On occasion we include links to third parties on this website. Where we provide a link, it does not mean that we endorse or approve that site's policy towards visitor privacy. You should review their privacy policy before sending them any personal data.

## Your rights

Under the [General Data Protection Regulation \(GDPR\)](#), you are a data subject. You have the right to view or ask us to amend or delete the personal information that we hold about you. To make a subject data request for your personal information, please contact [info@northern-broadsides.co.uk](mailto:info@northern-broadsides.co.uk) or write to us at: Northern Broadsides, E110, E Mill, Dean Clough, Halifax, HX3 5AX

Tel: 01422 369 704.

You also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing (including fundraising)
- object to decisions being taken by automated means
- in certain circumstances, have personal data rectified, blocked, erased or destroyed;
- claim compensation for damages caused by a breach of the Data Protection regulations

## Further information

For further information about any aspect of the General Data Protection Regulations you can contact the Information Commissioner's Office at the website address below:

Northern Broadsides Theatre Company is registered with the [Information Commissioner's Office](#) under: Organisation name: **Northern Broadsides Theatre Company** Registration reference: **ZA191887** Northern Broadsides, E110, E Mill, Dean Clough, Halifax, HX3 5AX

Please do not hesitate to contact us regarding any matter relating to this Privacy Policy at [info@northern-broadsides.co.uk](mailto:info@northern-broadsides.co.uk)

We regularly review and update this privacy policy to reflect changes in our services, feedback from you, and to comply with changes to the law.

**Updated December 2025.**