

## Marketing & Development Privacy Notice

East Ayrshire Leisure is committed to protecting your privacy. We will only use the information that we collect about you in accordance with the General Data Protection Regulations and the Data Protection Act 2018. You can browse our website without disclosing any personal information, however if you choose to provide personal information via our online booking service, e-newsletter sign-up or in any other form, we will only process your personal data in accordance with the relevant legislation.

### Who is responsible for your information?

All personal information is held and processed by East Ayrshire Leisure in accordance with the Data Protection Act 2018. For information on the role of data Controller, data Protection Officer and contact details for East Ayrshire Leisure, please refer to the [privacy statement](#) on East Ayrshire Leisure's website

### What information do we hold?

The Marketing Department collect information through a variety of channels;

#### Website

We collect email addresses via the website from customers who have signed up to receive our e-newsletters.

#### Box Office & Booking System

We send marketing materials to customers who have consented to receive information on East Ayrshire Leisure events and shows - either via post or via our e-newsletters.

#### Feedback Forms

Feedback forms are used to gather customer comments, suggestions and complaints. These are logged in a database and then paper copies are destroyed. Anyone who has provided an email address and opted in to receive information from us in this way will also be added to the e-newsletter mailing list.

#### Sign Up Cards

We collect email addresses from sign up cards which are available in all of our venues. These email addresses are then added to our e-newsletter mailing list and paper copies are destroyed.

#### Surveys

We occasionally ask customers to complete surveys to help us evaluate projects, programming and events or to gauge customer satisfaction. Occasionally funders may ask for additional demographic information to be provided.

### What is the lawful basis for processing the data?

The lawful basis for processing personal data are set out in Data Protection legislation. The lawful basis for processing personal data are:

- (1) Consent – individuals may provide personal details for a specific purpose, this information can only be used for the purposes it was freely given. Where East Ayrshire Leisure is relying on consent to process personal data then you have the right to withdraw this consent at any time.

## **Special Category Data**

Data Protection legislation defines Special Category Data as data relating to the processing of personal data regarding racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership and the processing of genetic data, biometric data, data concerning health or data concerning a person's sex life or sexual orientation.

East Ayrshire Leisure will have a requirement to process some types of Special Category Data and in particular:

- racial or ethnic origin information for monitoring purposes

The lawful basis for processing Special Category Data are:

(1) The processing is necessary for reasons of substantial public interest, and occurs on the basis of a law that is, inter alia, proportionate to the aim pursued and protects the rights of data subjects;

### **Who will we share your information with?**

Subscriptions to our email campaign newsletters are held securely and in accordance with the Data Protection legislation. No personal details are passed on to third parties except our contracted email service provider. Only names and email addresses are held by this service provider who meet the requirements of the Safe Harbour agreement

<https://www.edq.com/uk/glossary/safe-harbour-agreement/>

Third parties that provide us with support or services are required to maintain security measures similar to ours in respect to handling information

If you wish to unsubscribe at any point, this can be done by unsubscribing from the e-newsletters or by telephoning our Box Office on 015463 544900. If you have an online account for purchasing tickets, you can also update your preferences by logging into your account.

## **Website Policy**

Our website is operated and controlled by East Ayrshire Leisure, a Scottish Charitable Incorporated Organisation (Charity No SCO43987). Our website does not automatically capture or store personal information.

### **Content and Links to Third Parties**

Our website sometimes provides contact details of third parties and links to other websites or resources. East Ayrshire Leisure is not responsible or liable for any content, advertising, products,

or other materials available from such sites or resources or the privacy practices of such linked websites

### **Social Media Platforms**

Communication, engagement and actions taken through external social media platforms that we utilise, and users participate on, are bound to the terms and conditions, and privacy policies held by each social media platform respectively. Users are advised to use social media platforms wisely and communicate/engage upon them with due care and caution in regard to their own privacy and personal details. We will never ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details through more standard communication channels.

### **Individuals data processing rights**

Under data protection legislation, individuals have the right to request access to information about them that East Ayrshire holds. Further details can be found in East Ayrshire Leisure's [privacy statement](#)

Individuals 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
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed
- in certain circumstances, transfer their data to another organization (data portability)

Individuals can contact East Ayrshire Leisure regarding the processing of their data. Details of how to do this can be found on [East Ayrshire Leisure's Privacy Statement](#)

If individuals have a concern about the way East Ayrshire Leisure is collecting or using their personal data, they should raise their concern in the first instance with East Ayrshire Leisure's Data Protection Officer; contact details can be found on [East Ayrshire Leisure's Privacy Statement](#)