

## Detail of data collection, storage, use

What data is collected	How we collect it	Where we store it	How we use it	Why we can use it	Who it will be shared with outside Siobhan Davies Dance and under what circumstances	
Your Name	<b>Mailing list sign up</b> (on our website, via comment cards or surveys, mailing list sign up sheet at reception, verbally to staff, by email or post)	Website database	Used to uniquely identify you	Consent	CampaignMonitor is an external company who manage our e-flyer marketing	
		GINGER (CRM database)				
		CampaignMonitor				
	<b>Sign in sheet</b> for events or at Reception when visiting our Studios	GINGER events records		Used to register your attendance	Contractual	Artists or other organisations who also may be producing the event if required for event management
				Used to identify visitors in the event of evacuation	Vital interest of the individual	Emergency services if required
	<b>Ticket purchase or event booking</b>	GINGER (CRM database)		Used to register your attendance	Contractual	Artists or other organisations who also may be producing the event if required for event management
Third-party booking websites (currently EventBrite)			Used to uniquely identify you	Third-party sites that you enter the data into		
<b>Donations</b>	GINGER (CRM database) Third-party donation websites (DONATE, Big Give)		Used to uniquely identify you	Contractual	HMRC in claiming gift aid	
					Third-party sites that you enter the data into	
<b>Booking space for events/hires</b>	Artifax Quickbooks		Used to uniquely identify you	Contractual		
Email Address	<b>Mailing list sign up</b> (on our website, via comment cards or surveys, mailing list sign up sheet at reception, verbally to staff, by email or post)	Website database	To contact you by email, based on the consent given, for communicating with you about our company, programme and support/membership opportunities	Consent	CampaignMonitor is an external company who manage our e-flyer marketing	
		GINGER (CRM database)	To contact you in notification to changes to the privacy policy or handling of your data			
		CampaignMonitor				
	<b>Ticket purchase or event booking</b>	GINGER (CRM database) Third-party booking websites (we currently use EventBrite)		Used to contact you in relation to purchases made	Contractual	Artists or other organisations who also may be producing the event if required for event management
						Artists or other organisations who also may be producing the event if consent has been given
	<b>Donations</b>	GINGER (CRM database) Third-party donation websites (DONATE, Big Give)		Used to contact you in relations to donations or membership	Contractual	Third-party sites that you enter the data into
<b>Booking space for events/hires</b>	Artifax Quickbooks		Used to contact you in relation to you booking, including financial arrangements	Contractual		
Postal Address	<b>Mailing list sign up</b> (on our website, via comment cards or surveys, mailing list sign up sheet at reception, verbally to staff, by email or post)	GINGER (CRM database)	To contact you by post, based on the consent given, for communicating with you about our company, programme and support/membership opportunities	Consent		
	<b>Donations</b>	GINGER (CRM database) Third-party donation websites (DONATE, Big Give)	To contact you by post, based on the consent given, for communicating with you about our company, programme and support/membership opportunities	Contractual	HMRC in claiming gift aid	
			As part of the financial transaction and records		Third-party sites that you enter the data into	
<b>Ticket purchase or event booking</b>	GINGER (CRM database)	To post tickets to you if required	If you give us the appropriate consent, it will be passed on to the company whose work you are seeing	Contractual	Artists or other organisations who also may be producing the event if consent has been given	
Post Code	<b>Mailing list sign up</b> (on our website, via comment cards or surveys, mailing list sign up sheet at reception, verbally to staff, by email or post)	GINGER (CRM database)	Audience mapping	Consent		
	<b>Surveys</b>	AudienceFinder (Audience Agency database) Third-party survey services (GoogleForms, Survey Monkey)	Segmentation via third party (Audience Agency)	Seperated from other personal data to enable us to map geographically where our audiences come from	Consent	Audience Agency
			Third-party sites that you enter the data into			
<b>Sign in sheet</b> for events or at Reception when visiting our Studios	Building User Log		Seperated from other personal data to enable us to map geographically where our audiences come from	Consent	Audience Agency	