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PRIVACY POLICY - COMPLIANT WITH NEW GDPR LAWS 2018

**WEST END ON DEMAND LTD
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WEST END ON DEMAND VALUES THE PERSONAL INFORMATION YOU PROVIDE TO US AND WOULDN'T WANT TO USE YOUR PERSONAL DATA IN A WAY THAT YOU WOULDN'T EXPECT. THIS PRIVACY POLICY EXPLAINS HOW WE PROTECT YOUR PRIVACY AND HOW YOU CAN CONTROL THE WAY WE USE YOUR PERSONAL INFORMATION.

HAVING READ THIS POLICY, IF YOU WANT TO CHANGE THE WAY IN WHICH WE USE YOUR DATA, OR IF YOU HAVE A QUESTION ABOUT HOW YOUR PERSONAL INFORMATION IS USED, PLEASE SEND AN EMAIL TO US HERE

WHERE AND HOW WE COLLECT YOUR PERSONAL INFORMATION

WHEN YOU APPLY FOR A WEST END WORKSHOP, CLASSES, OR OUR WEST END ACADEMY YOU FILL IN A BOOKING FORM WITH YOUR DATA

WHAT PERSONAL INFORMATION DO WE HOLD ABOUT YOU?

WHEN YOU FILL IN A FORM OR BUY TICKETS, WE NORMALLY ASK YOU TO PROVIDE US WITH:

YOUR NAME

YOUR CONTACT DETAILS INCLUDING YOUR ADDRESS, PHONE NUMBER, EMAIL ADDRESS

YOUR DATE OF BIRTH

OUR LEGAL BASIS FOR USING YOUR PERSONAL INFORMATION

UNDER UK DATA PROTECTION LAW, WE MUST HAVE A VALID BASIS FOR USING YOUR PERSONAL INFORMATION AND WE MAY NOT COLLECT STORE OR USE INFORMATION OTHER THAN AS DESCRIBED IN THIS POLICY. THERE ARE TWO WAYS WE MAY HAVE A VALID BASIS FOR USING YOUR PERSONAL INFORMATION:

FULFILLING THE CONTRACT: MOST OF THE INFORMATION WE COLLECT FROM YOU IS NECESSARY TO ALLOW US TO

FULFIL OUR CONTRACT WITH YOU OR TO ENTER INTO A CONTRACT WITH YOU E.G. YOU PROVIDE A BILLING ADDRESS TO WE CAN INVOICE YOU; WE MAY NEED TO CONTACT YOU TO NOTIFY YOU ABOUT CHANGES TO OUR SERVICES. WE MAY ALSO NEED INFORMATION FROM YOU TO ENSURE THAT WE CAN CONTACT RELEVANT PARTIES INCASE OF EMERGENCY. ESSENTIALLY, WE NEED THAT INFORMATION TO ENSURE YOU'RE THE REAL YOU AND PROVIDE ASSISTANCE TO YOU POST PURCHASE.

CONSENT TO CONTACT YOU: WHEN YOU REGISTER WITH US YOU WILL BE INVITED TO GIVE YOUR CONSENT TO USE YOUR PERSONAL INFORMATION AS DESCRIBED IN 'HOW WE USE YOUR PERSONAL INFORMATION FOR MARKETING' BELOW. BY OPTING IN YOU ARE GIVING YOUR PERMISSION FOR US TO PROCESS YOUR DATA USING 'CONSENT' AS OUR LEGAL BASIS. IF YOU HAVE GIVEN CONSENT TO OUR USE OF YOUR PERSONAL INFORMATION, YOU ARE ENTITLED TO WITHDRAW THIS CONSENT AT ANY TIME.

HOW WE USE YOUR PERSONAL INFORMATION

WE USE THE PERSONAL INFORMATION YOU PROVIDE TO:

**FULFILL THE SERVICE OR INFORMATION YOU'VE REQUESTED
HANDLE THE ADMINISTRATION OF YOUR PAYMENT,
ALERT YOU ABOUT YOUR BOOKED WORKSHOPS OR WORKSHOPS COMING UP
PROVIDE POST-SALES SUPPORT AND DEAL WITH ANY COMPLAINTS, REFUNDS OR OTHER ISSUES
IMPROVE OUR WEBSITE AND THE RANGE OF SERVICES AND PRODUCTS WE PROVIDE
CARRY OUT MARKET RESEARCH AND SURVEY RELATED ACTIVITIES
ANALYSE AND OPTIMISE OUR MARKETING ACTIVITIES
CONTACT YOU WITH YOUR CONSENT TO TELL YOU ABOUT LATEST NEWS, OFFERS, FUTURE WORKSHOPS OR
EVENTS WHERE YOU HAVE GIVEN US PERMISSION TO DO SO**

HOW WE USE YOUR PERSONAL INFORMATION FOR MARKETING

**WE USE YOUR PERSONAL INFORMATION FOR MARKETING WHERE YOU HAVE GIVEN US PERMISSION TO DO SO
WHERE YOU'VE GIVEN US PERMISSION TO DO SO, WE USE SOME OF YOUR PERSONAL INFORMATION FOR MARKETING. FOR
EXAMPLE, WE MAY USE INFORMATION LIKE NAME, ADDRESS, LOCATION AND PAST WORKSHOPS/COURSES TO ENSURE
WE MAKE OUR MARKETING RELEVANT, ACCURATE, AND MEASURE ITS EFFECTIVENESS.**

**BY USING THE INFORMATION YOU PROVIDE, WE MAY CONTACT YOU WITH SPECIFIC MARKETING MESSAGES ABOUT
OFFERS, IDEAS AND NEWS DEPENDING ON THE PERMISSION YOU HAVE GIVEN US. THIS MAY BE BY POST, EMAIL, PHONE,
SMS, SOCIAL MEDIA, OR OTHER MEANS.**

**IF YOU'VE GIVEN US YOUR CONSENT TO USE YOUR PERSONAL INFORMATION FOR MARKETING, YOU HAVE THE RIGHT TO
WITHDRAW YOUR CONSENT AT ANY TIME BY CONTACTING US HERE TO "UNSUBSCRIBE" IN OUR MARKETING EMAILS.**

**WE USE MAILERLITE TO MANAGE OUR EMAIL MARKETING SUBSCRIBER LIST AND TO SEND EMAILS TO OUR SUBSCRIBERS.
MAILERLITE IS A THIRD-PARTY PROVIDER, WHICH MAY PROCESS YOUR DATA USING INDUSTRY STANDARD TECHNOLOGIES
TO HELP US MONITOR AND IMPROVE OUR NEWSLETTER.**

MAILERLITE'S PRIVACY POLICY IS AVAILABLE AT [HTTPS://WWW.MAILERLITE.COM/PRIVACY-POLICY](https://www.mailerlite.com/privacy-policy).

**YOU CAN UNSUBSCRIBE FROM OUR NEWSLETTER BY CLICKING ON THE UNSUBSCRIBE LINK PROVIDED AT THE END OF
EACH NEWSLETTER.**

SHARING YOUR PERSONAL INFORMATION

WE RESPECT YOUR PRIVACY AND WILL NOT SELL OR LEASE YOUR PERSONAL INFORMATION. THE INFORMATION YOU PROVIDE US MAY BE ACCESSED BY OUR STAFF AND CAREFULLY SELECTED THIRD PARTIES IN THE COURSE OF PROVIDING SERVICES AND TO FACILITATE OUR MARKETING ACTIVITIES DESCRIBED ABOVE. WE WILL NOT SHARE OR DISTRIBUTE ANY OF THE INFORMATION YOU PROVIDE TO US TO UNAFFILIATED THIRD PARTIES WITHOUT RECEIVING YOUR CONSENT, UNLESS REQUIRED TO DO SO BY LAW.

THIRD-PARTY COMPANIES WILL BE REQUIRED TO USE YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THE DATA PROTECTION LEGISLATION CURRENTLY IN FORCE. WE MAY ALSO USE INFORMATION IN AGGREGATE, WHERE PERSONALLY IDENTIFIABLE INFORMATION IS REMOVED, FOR MARKETING AND STRATEGIC DEVELOPMENT TO IMPROVE AND SUPPORT OUR BUSINESS.

WE MAY TRANSFER YOUR PERSONAL INFORMATION TO ANY COMPANY WHO TAKES OVER WEST END ON DEMAND LTD TO ENABLE THEM TO USE THAT INFORMATION IN LINE WITH THE CONSENT YOU HAVE PROVIDED, OR WHERE LAWFULLY REQUESTED OR REQUIRED TO DO SO BY LEGAL OR REGULATORY AUTHORITIES.

WHERE WE USE TRUSTED SUPPLIERS TO HELP US DELIVER OUR SERVICE TO YOU, WE ALLOW THE SUPPLIER CONCERNED LIMITED ACCESS TO THE PERSONAL DATA THEY NEED TO PROVIDE THEIR SERVICE. A LIST OF JUST SOME OF THE SERVICE SUPPLIERS ARE LISTED BELOW:

MAILING HOUSES /TICKET AGENCIES TO SEND YOU PRE-BOOKED TICKETS

WE MAY ALSO USE TRUSTED SUPPLIERS TO HELP US WITH MARKETING:

AN EMAIL SERVICE PROVIDER TO SEND OUR EMAILS AND MAKE SURE YOU ONLY RECEIVE WHAT YOU HAVE ASKED FOR A MAILING HOUSE TO SEND OUT MARKETING BY POST

YOUR RIGHTS REGARDING OUR USE OF YOUR PERSONAL INFORMATION

YOU PROVIDE US WITH DETAILS OF WHAT WE CAN DO WITH YOUR DATA AND HAVE THE RIGHT TO MANAGE YOUR CHOICES AS DETAILED IN HOW WE USE YOUR PERSONAL INFORMATION FOR MARKETING ABOVE.

YOU HAVE THE FOLLOWING RIGHTS:

TO KNOW THAT YOUR DATA IS BEING PROCESSED

TO ACCESS YOUR PERSONAL DATA BY MAKING A SUBJECT ACCESS REQUEST (SAR)

TO HAVE YOUR INFORMATION CORRECTED IF INACCURATE

TO DATA PORTABILITY IF APPLICABLE

TO REQUEST THAT YOUR DATA BE ERASED, RESTRICT PROCESSING, AND OBJECT TO PROCESSING

THOSE RELATING TO AUTOMATED DECISION-MAKING AND PROFILING.

ACCESSING YOUR DATA BY SUBJECT ACCESS REQUEST (SAR)

YOU HAVE THE RIGHT TO REQUEST A COPY OF THE INFORMATION THAT WE HOLD ABOUT YOU. THIS IS KNOWN AS A SUBJECT ACCESS REQUEST (SAR). WE WILL PROVIDE THIS TO YOU FREE OF CHARGE ONCE WE HAVE CONFIRMED YOUR IDENTITY WITHIN 30 DAYS OF RECEIPT OF YOUR REQUEST.

IF YOU WOULD LIKE A COPY OF SOME OR ALL OF YOUR PERSONAL INFORMATION, PLEASE EMAIL OR WRITE TO US. UNLESS YOU SPECIFY OTHERWISE WE WILL PROVIDE YOUR INFORMATION ELECTRONICALLY.

IF WE DO HOLD INFORMATION ABOUT YOU WE WILL:

GIVE YOU A DESCRIPTION OF IT

TELL YOU WHY WE ARE HOLDING IT

TELL YOU WHO IT COULD BE SHARED WITH

TELL YOU HOW LONG WE WILL KEEP THE INFORMATION

IF THE INFORMATION WAS NOT PROVIDED BY YOU, WE WILL GIVE YOU ANY AVAILABLE INFORMATION SUCH AS THE SOURCE OF THE DATA

TELL YOU IF THE INFORMATION HAS BEEN USED FOR AUTOMATED DECISION MAKING

TELL YOU IF THE INFORMATION IS STORED OUTSIDE OF THE EUROPEAN ECONOMIC AREA, AND IF SO WHAT SAFEGUARDS ARE IN PLACE TO PROTECT YOUR PERSONAL INFORMATION

LET YOU HAVE A CONCISE AND CLEAR COPY OF THE INFORMATION.

HOW WE KEEP YOUR PERSONAL INFORMATION UP-TO-DATE

WE HAVE A LEGAL OBLIGATION TO KEEP THE PERSONAL INFORMATION WE COLLECT ACCURATE AND UP-TO-DATE. YOU HAVE THE RIGHT TO ASK US TO CORRECT ANY INACCURACIES IN THE PERSONAL INFORMATION WE HOLD ABOUT YOU AND TO RESTRICT THE USE OF YOUR INFORMATION UNTIL IT HAS BEEN CORRECTED.

THE SIMPLEST WAY TO KEEP YOUR DATA ACCURATE IS TO EMAIL US.

WE KEEP YOUR INFORMATION ACCURATE AS FOLLOWS:

BY GIVING YOU THE OPPORTUNITY AT ANY TIME TO CONTACT US TO CORRECT OR CHANGE YOUR INFORMATION IF YOU CONTACT US WE MAY ASK YOU TO CONFIRM CERTAIN DETAILS.

WHEN WE RECEIVE UNDELIVERED MAIL OR EMAIL WE WILL UPDATE OUR RECORDS ACCORDINGLY.

WE HAVE SPECIFIC RECTIFICATION, RESTRICTION, OBJECTION AND ERASURE POLICIES IN PLACE TO MAKE SURE WE RESPOND EFFECTIVELY TO YOUR REQUEST TO CORRECT DATA AND TO ANY ERASURE REQUESTS.

HOW WE KEEP YOUR PERSONAL INFORMATION SAFE

WE USE ADMINISTRATIVE, ELECTRONIC AND PHYSICAL SECURITY MEASURES TO ENSURE THE INFORMATION WE COLLECT ABOUT YOU IS PROTECTED FROM ACCESS BY UNAUTHORISED PERSONS AND PROTECTED AGAINST UNLAWFUL PROCESSING, ACCIDENTAL LOSS, DESTRUCTION AND DAMAGE.

BY USING OUR WEBSITE AND/OR SERVICES, YOU ACKNOWLEDGE AND AGREE THAT, EXCEPT TO THE EXTENT REQUIRED BY THE DATA PROTECTION LAWS, WE SHALL NOT BE RESPONSIBLE FOR ANY UNAUTHORISED USE, DISTRIBUTION, DAMAGE OR DESTRUCTION OF PERSONAL DATA. WE WILL ONLY RETAIN YOUR INFORMATION FOR A REASONABLE PERIOD OR AS LONG AS IS REQUIRED BY LAW.

HOW LONG WE KEEP YOUR PERSONAL INFORMATION

OF THE DATA WE PROCESS OUTSIDE OF ANY CONTRACT WE RETAIN THE DATA FOR NO LONGER THAN IS NECESSARY. WHERE THERE IS A LEGAL REQUIREMENT TO RETAIN DATA FOR LONGER THAN WEST END ON DEMAND REQUIRES, WE WILL DO SO. WHERE REASONABLY PRACTICABLE DATA IS MINIMISED SO NOT TO BE IDENTIFIABLE TO THE DATA SUBJECT UNLESS REQUIRED BY LAW OR IS SUBJECT TO A SUBJECT ACCESS REQUEST.

WE KEEP YOUR PERSONAL INFORMATION WHERE WE HAVE:

**A LEGAL OR REGULATORY REQUIREMENT REQUIRES THAT WE HOLD DATA FOR A SPECIFIC TIME
THE BUSINESS HAS A LEGAL BASIS TO RETAIN DATA INCLUDING DATA OPT-INS, REVISED OPT-INS AND RENEWED
CONSENTS.
WHEN YOU ARE A CUSTOMER AND WE HAVE HAD PREVIOUS BUSINESS**

WHAT TO DO IF YOU HAVE A COMPLAINT ABOUT OUR USE OF YOUR PERSONAL INFORMATION

**IF YOU HAVE A COMPLAINT ABOUT THE INFORMATION WE HOLD OR HOW WE USE THAT INFORMATION, PLEASE CONTACT
US AND WE WILL DEAL WITH YOUR REQUEST PROMPTLY. IF YOU ARE NOT SATISFIED WITH THE WAY YOUR COMPLAINT
WAS HANDLED, YOU CAN REFER YOUR COMPLAINT TO UK INFORMATION COMMISSIONER'S OFFICE.**

WE KEEP OUR PRIVACY POLICY UNDER REGULAR REVIEW. THIS PRIVACY POLICY WAS LAST UPDATED ON 24 MAY 2024.