



## **Privacy Policy**

At LEVEL we promise that when you share your data with us, you can trust us to look after it. We've made a few changes to our privacy policy making it easier for you to control the information you provide us and giving you more information about how we use your data.

You can be assured that we will never share your personal details with another organisation unless you have given your explicit permission.

If you'd like to update your contact preferences or have any questions about our privacy policy, please contact: [info@levelcentre.com](mailto:info@levelcentre.com) or call: 01629 734848 and we will be happy to help.

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## **Purpose of Policy**

We are committed to protecting your personal information and being transparent about what information we hold about you.

Using personal information allows us to develop a better understanding of our customers, participants and artists and in turn to provide you with relevant and timely information about the work that we do at LEVEL and in the community. As a charity, it also helps us to engage with potential donors and supporters.

The purpose of this policy is to give you a clear explanation about how we collect and use your information.

We use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it, and your rights to be able to access it

## **Who we are**

LEVEL Centre Ltd is a charity. We are funded as a National Portfolio Organisation by Arts Council England, with a grant from Derbyshire County Council and support from individual donors. Our registered charity number in England and Wales is 1124419 and we are also registered as a company in England and Wales under registration number: 06323704.

## **Information Collection**

We collect different information in a number of ways:

### **Information you give us**

For example, when you subscribe to receive information from us on our website, buy tickets for one of our events, join one of our courses and classes or make a donation we'll store the personal information you give us such as your name, email address, postal address, access requirements, Gift Aid status (if applicable) and telephone number. We will also store a record of your purchases and donations.

### **Information about your interactions with us**

For example, when you visit our website we collect information about how you interact with our content and ads. When we send you a mailing we store a record of this, and in the case of emails we keep a record of which ones you have opened and which links you have clicked on.

### **Information from third parties**

We occasionally receive information about you from third parties. For example, we may use third party research companies to provide general information about you, compiled using publicly available data.

### **Sensitive personal data**

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not usually collect this type of information about our customers and participants unless there is a clear reason for doing so. For example, if provided, we collect health information about participants taking part in our courses and classes.

## **Legal Basis**

There are three bases under which we may process your data:

### **Contract purposes**

When you work as a freelancer, join one of our courses and classes, make a purchase or donation, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example we may need to contact you by email or telephone if an exhibition or performance is cancelled, to pass on Zoom details or equipment lists or if there are any problems with your payment.

### **Legitimate business interests**

In certain situations we collect and process your personal information for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way.

### **With your explicit consent**

For any situations where the two legal bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

### **Marketing Communications**

We aim to communicate with you about our work in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what events you have booked for in the past, as well as any preferences you may have told us about.

We use our legitimate organisational interest as the legal basis for communications by post and email. In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. In the case of email, we will give you the option to unsubscribe in every email that we send you, or alternatively you can let us know by email: [info@levelcentre.com](mailto:info@levelcentre.com). We may also contact you about our work by

telephone, however we will always check with the Telephone Preference Service beforehand.

## **Fundraising Communications**

We share our fundraising messages with you in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as previous donations and Gift Aid status.

We use our legitimate organisational interest as the legal basis for fundraising communications by post. You may object to receiving these at any time using the contact details at the end of this policy.

In the case of email, we will ask for your specific permission to contact you about our fundraising work. We will still give you the option to unsubscribe in every email that we send you, or alternatively you can let us know by email: [info@levelcentre.com](mailto:info@levelcentre.com).

We may also contact you about our work by telephone, however we will always check with the Telephone Preference Service beforehand.

## **Other Processing Activities**

In addition, we also process personal information in the following ways that are within our legitimate organisational interests:

- To inform and report to our funders using anonymised data
- We may analyse data we hold about you in order to identify and prevent fraud
- In order to improve our website we may analyse information about how you use our website and the content and advertising that you interact with
- We may use profiling techniques or third party wealth screening and insight companies to provide us with information about you that will

help us to communicate in a relevant way with you, in particular when we are approaching you about potential philanthropic support. Such information is compiled using publicly available data about you

In all of the above cases we will always keep your rights and interests at the forefront to make sure they are not overridden by your own interests or fundamental rights and freedoms. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

## **Third Parties**

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

- To our freelance workshop leaders who facilitate our courses and classes. Freelancers must comply strictly with our data protection policy around the security of personal data
- To inform and report to our funders who will manage the data in line with data protection laws regarding the security of personal data
- To our own service providers who process data on our behalf and on our instructions, for example mailing houses. In these cases these third parties must comply strictly with our instructions and with data protection laws, for example around the security of personal data
- Where we are under a duty to disclose your personal information in order to comply with any legal obligation, for example to government bodies and law enforcement agencies
- For data collection from our website and to process email communications we use a secure online platform called Mailchimp. Mailchimp have their own privacy policy available here:  
<https://mailchimp.com/legal/privacy/>

- To facilitate bookings on our website we use a secure online platform called SimplyBook. Simply Book have their own privacy policy available here: <https://simplybook.me/en/policy>
- To specific named visiting companies whose performances you have attended. In these cases we will always ask for your explicit consent to share your contact details before doing so. These partner companies may contact you by email, post or telephone using the contact information that you have agreed to share. You can amend your contact preferences

## **Cookies and Pixels**

Cookies are small text file of letters and numbers that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function as well to provide website operators with information on how the site is being used. A cookie isn't a computer program, can't read files on your computer, can't carry viruses and can't install malware onto your computer.

We use cookies to identify how the website is being used and what improvements we can make.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

Cookies you may encounter on [www.levelcentre.com](http://www.levelcentre.com):

## **Wordpress**



The content management system (Wordpress) used to power this site, uses cookies to help you navigate, and to remember any preferences you have and pages you've already visited.

**Google Analytics:**

Used by Google Analytics allowing us to track pages you visit, and basic details about your web browsers. They cannot identify you personally. Google Analytics retains some data that can identify you as a returning user to the site. This data is purged after a maximum of 26 months after your first visit.

**Facebook Tracking Pixels:**

We use Facebook tracking pixels to generate data about our website visitors. Pixels does not collect personally identifiable information. We use this data to target visitors through Facebook advertising.

**Simply Book:**

Used by Simply Book, allowing you to reserve and book tickets through the level website.

**Mailchimp:**

Used by Mailchimp to securely collect your information when you subscribe to our mailing list.

**Eventbrite:**

Used by Eventbrite allowing you to reserve and book tickets through the level website. Eventbrite cookies allow you to login, add multiple items to a shopping cart before reserving or purchasing tickets.

For further information about these cookies or any other cookies found within this site, please contact: [info@levelcentre.com](mailto:info@levelcentre.com)

By browsing Level Centre, you are accepting the cookies as mentioned above plus any others deemed essential for the best user experience. You can manage cookies in your browser; however, if you decline or delete

cookies, areas of the site may not function properly or may behave unexpectedly.

## **Your Debit and Credit Card Information**

If you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). You can find more information about this standard here:

[www.pcisecuritystandards.org](http://www.pcisecuritystandards.org)

## **Maintaining your personal information**

We store your personal information indefinitely so that for any subsequent purchases you make we can link them back to a single unique record that we hold for you on our system.

If there are aspects of your record that are inaccurate or that you would like to remove, please use the contact details at the end of this policy to let us know.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

## **Security of your personal information**

We will put in place appropriate safeguards, both in terms of our procedures and the technology we use, to keep your personal information as secure as possible. We will make sure that any third parties we use for processing your personal information do the same.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

## **Your rights to your personal information**

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

## **Contact details and further information**

Please get in touch with us if you have any questions about any aspect of this privacy policy, or if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

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