

MOUNTVIEW

PRIVACY POLICY

This page sets out the details of Mountview's privacy notice in relation to information collected about you.

Who we are

Mountview Academy of Theatre Arts
120 Peckham Hill Street
London
SE15 5JT

Mountview Academy of Theatre Arts is a company limited by guarantee and is a registered charity, number 274166.

We are registered as a data controller under the Data Protection Act 1998, and our Data Protection Register number is Z493857X

Any electronic communications will be made in accordance with the Privacy and Electronic Communications Regulations (PECR)

What information do we collect about you?

We collect the personal data that you may volunteer as part of:

- ticket bookings;
- event and workshop sign-ups;
- online purchases;
- alumni, membership or donation forms,
- e-newsletter sign-ups; and
- visitor surveys.

Personal information we collect may include:

- your name, title, gender and date of birth;
- postal address, email address and phone number;
- family and spouse/partner details, relationships to other alumni, donors and members;
- current interests and activities.

We will also collect and hold information about any contact you have with us as a visitor, customer, event participant, supporter or alumni of Mountview, and may consist of details of:

- ticket purchase and event/workshop registration and attendance;
- online retail purchases;
- contact preferences;
- gift information, including Direct Debit bank details where applicable;
- Gift Aid status;
- details of correspondence sent to you, or received from you;
- donor status and wealth assessment information;
- employment information and professional activities;
- where relevant, selected media coverage;
- any other information provided by yourself at the request of Mountview.

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.

What we do with your information

Depending on your relationship with Mountview, and the preferences you have indicated, data we hold may be used by us for the following purposes:

- Send you promotional, marketing or fundraising information by post, telephone or electronic means. These types of communications can include:
 - Informing you of other products, services or events related to Mountview.
 - News and updates about Mountview, and marketing or supporter e-newsletters.
 - Information on our fundraising operations, including occasional targeted requests to consider giving financial support to Mountview, or to ask you to consider supporting us in other ways.
 - Other relevant communications based upon your relationship with Mountview.
- Data screening and cleansing, to check if we have accurate contact details for you - see *How we update, screen and analyse your information* for further information.
- Wealth screening and research, to help us understand our customers, alumni, members, donors and potential donors, including gathering information from publicly available resources to give an insight into your philanthropic interests and ability to support Mountview. See *How we update, screen and analyse your information* for further information.
- To send you surveys, and for market research purposes.
- Tools may be used to monitor the effectiveness of our communications with you, including email tracking, which records when an e-newsletter from us is opened and/or how many links are clicked within the message. The data from this tracking is generally used in an aggregated and anonymised form.

You can opt out of any or all of our communications at any point simply by contacting enquiries@mountview.org.uk.

There are some customer, alumni, membership and donation communications that we are required to send regardless of your contact preferences. These are essential

communications, deemed necessary to fulfil our contractual obligations to you. This would include purchase receipts for tickets, Direct Debit confirmations and advanced notices, thank you letters, member benefits such as membership cards, renewal reminders, Gift Aid confirmation letters and querying returned mail or bounced Direct Debit payments with you.

How we update, screen and analyse your information

We continuously review records of customers, alumni, members and supporters to ensure your data is as accurate as possible. We may consult alternative sources in order undertake these checks, such as:

- Royal Mail National Change of Address database (NCOA);
- BT Operator Services Information System (OSIS);
- Wealth intelligence database services;
- Employment information that you have made publicly available via social media;
- Newspaper articles, publications and company websites;
- Companies House and other company information databases;
- Charity Commission registers;
- Any other publicly available sources.

Where we appoint an external party to undertake a screening of information, any such arrangements will be subject to a formal agreement between Mountview and that organisation, to protect the security of your data.

We may segment the information we hold about you in our database based on a proprietary score. These scores are calculated using personal data, as well as how engaged with us you have previously been, and indicators of future engagement. Analysis of this helps us understand our customers, alumni, members, donors and potential donors to ensure we are efficient and that only relevant communications are sent to you.

You can opt-out of your data being utilised for wealth screening, data cleaning or analysis (with the aims of targeting communications with you appropriately, or finding up to date contact information in the case of gone away mail) simply by contacting enquiries@mountview.org.uk

Who we might share your information with

We do not disclose personal data to any third parties or external organisations, other than data processors carrying out work on our behalf.

Examples of such data processors would be mailing houses for the sending brochures or prospectuses, bulk email distribution services, telephone fundraising agencies working on our behalf, or wealth screening and data cleaning organisations.

Any such companies are acting as approved data processors for Mountview, and we retain full responsibility for your personal data. Data processors will act only on our instructions.

We may occasionally need to transfer your personal information overseas, for instance to a bulk email distributor such as Dotmailer. Where this is necessary, this may be to countries or territories around the world.

We are required to ensure any transfers of data will be done securely, in accordance with best practice, and in compliance with the Data Protection Act 1998 and the General Data Protection Regulation.

Your data will never be sold or passed to any third party for any other purpose.

How we keep your information secure

We have implemented security procedures, rules and technical measures to protect the personal data that we have under our control from:

- unauthorised access;
- improper use or disclosure;
- unauthorised modification.

All our employees and data processors, who have access to and are associated with the processing of personal data, are legally obliged to respect the confidentiality of our visitors', customers' and supporters' personal data.

How can I access the information about me, and correction of information?

You can ask us if we are keeping any personal data about you and you can also request to receive a copy of that personal data – this is called a Subject Access Request.

To make a Subject Access Request you will need to provide adequate proof of identity such as a copy of your passport, birth certificate or driving licence before your request can be processed. There may also be a fee of up to £10 depending on the volume of work required.

Please try to be as clear as possible about the information you are seeking.

Once we have received your Subject Access Request, the agreed fee and proof of identity, you will receive a response from us within 40 days and you will be able to get copies of any information we hold on you. However, exemptions to disclosure may apply in some circumstances.

Subject Access Requests should be sent to:

Data Protection Officer
Mountview Academy of Theatre Arts
120 Peckham Hill Street

London
SE15 5JT

Email: enquiries@mountview.org.uk.

At any time you may request that we delete or correct your personal information. If you wish to correct any information on you held by Mountview, simply contact enquiries@mountview.org.uk.

Cookies

In order to make the Mountview website easier to use and improve our service, we sometimes place small amounts of information on your computer. These are known as cookies and they are used by most major websites. They make it possible for us to provide our online ticketing service and track visitor statistics, such as returning visitors.

We use cookies to manage the shopping baskets on our ticketing pages, save your application form, as well as logging in and using your Mountview account pages. The cookies used for these functions are temporary cookies that are removed once the transaction has been completed or you log out. It is not possible to purchase anything on our website without accepting these cookies.

This website uses the following non-essential cookies:

Google Analytics cookies

These cookies are used to collect information about how visitors use our site. The cookies collect information in an anonymous form, so we don't know who is using our site. We use the information on how people use our website to compile reports and to help us improve the site. You can go to <http://www.google.com/analytics/learn/privacy.html> to find out more about Google Analytics cookies and how to opt-out of them.

Email and web tracking cookies used by Mountview:

These cookies are used to collect information about how visitors who have subscribed to our email lists are using the website. This data is not anonymised and we use the information to help improve our email communications and target specifically-tailored messages for our email subscribers.

Cookies used by Twitter and Facebook

These cookies provide information on visitors to Twitter and Facebook, check whether users are logged in to either platform and set application cookies for Twitter and Facebook.

The Mountview website also uses advertising cookies and we offer the option to opt out of these to prevent them being set on your computer.

Find out how to review and change your settings [here](#).

For more information on cookies, please visit aboutcookies.org - please note that we are not responsible for information available on this website.

Other websites

Pages on the Mountview website may include links to other websites outside mountview.org.uk. - this privacy notice does not apply to any such external websites.

Changes to our privacy notice

We regularly review our privacy notice, and may make changes time to time. Any changes made will be posted to this page, and will apply from the time we post them. This privacy notice was last changed on 4 May 2018.

How to contact us

If you have any comments on our privacy notice, or information we hold about you please contact us:

- by email to enquiries@mountview.org.uk;
- or write to us at Mountview, 120 Peckham Hill Street, London, SE15 5JT.