LANDMARK THEATRES

Privacy Policy

Last Reviewed Date: November 2025

Charity number: 1214947

At Landmark Theatres, we take your privacy seriously. As a registered charity, we also collect information to manage donations, process Gift Aid claims, and carry out limited research to identify potential supporters, always respecting your privacy rights. This summary provides a quick overview of how we handle your personal information:

Who we are
We operate the New Theatre Peterborough, Key Theatre Peterborough, Queen's Theatre Barnstaple and The Landmark Ilfracombe.

What we collect
We may collect your name, contact details, booking information, payment details, preferences and limited website usage data (e.g. cookies).

Why we collect it
We use your data to process bookings, communicate with you, personalise your experience, and meet legal obligations.

Who we share it with

We only share data with trusted providers for services such as payments, marketing, and analytics. We never sell your data.

Your rights
You have the right to access, correct or delete your data, restrict or object to processing, and withdraw consent at any time.

Keeping your data safe
We use secure systems and procedures to protect your information.

This is the privacy policy for Landmark Theatres Limited

("we", "us", "our", "company" or "organisation")

We are committed to respecting your privacy. We recognise your need for control of personal information that you share with us. Personal information is any information that is associated with your name or identity. This Privacy Policy applies to www.queenstheatre-barnstaple.com and www.landmark-ilfracombe.com (our "Sites").

This Privacy Policy describes how we collect and use the personal information you provide and that we collect about you, both through the sites

and generally. It also describes the choices available to you regarding the use of, your access to, and how to update and correct your personal information. It is your responsibility to review this Privacy Policy carefully, especially before providing us any personal information. The use of information collected through our service shall be limited

to the purpose of providing the service for which you have provided the information.

By engaging with our Sites, you acknowledge you have read and understood this privacy policy.

For the purposes of European Economic Area data protection law, (the “Data Protection Law“), the data controller is Landmark Theatres and can be contacted using the details at the end of this Privacy Policy.

This Privacy Policy sets out:

- Information we collect about you
- Cookies and other technologies
- How we use your information
- Our promotional updates and communications
- Who we give your information to

- Where we store your information
- Child safety
- How we protect your information
- How long we keep your information
- Your rights
- Changes to this policy
- Contact us

Information we collect about you

We will collect and process the following personal data from you:

Information you give us

This is information about you that you give us directly when you interact with us.

Additional Information:

This is information about you that you give us by filling in forms on our sites or by corresponding with us by phone, e-mail or otherwise. It includes information you provide when you register to use our sites, subscribe to our services, search for a product or service, place an order on our sites, participate in discussion boards or other social media functions on or via our sites, enter a competition, promotion or survey, submit a query, and when you report a problem with our sites

The information you give us may include your name, address, e-mail address and phone number, login and password details.

It may also include employment details if you send us a Cover Letter, resumé or other details of your employment history in connection with an advertised job vacancy or a general enquiry regarding employment opportunities with us.

Information we collect about you from your use of our sites:

We will automatically collect information from you each time you visit our sites.

This includes:

- Technical information
- Information about your visit
- Location data

Additional Information

Technical information may include the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.

Information about your visit may include the full Uniform Resource Locators (URL), clickstream to, through and from our sites (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number or social media handles used to connect with our customer service team.

Location data – we collect information through the sites as to your real-time location to provide location services where requested or agreed to by you in order to deliver content, that are dependent on knowing where you are. This information may also be collected in combination with an identifier associated with your device to enable us to recognise your mobile browser or device when you return to the site.

Delivery of location services will involve reference to one or more of the following:

- *the coordinates (latitude/longitude) of your location; (b) look-up of your country of location by reference to your IP address against public sources; and/or (c) your Identifier for Advertisers (IFA) code for your*

Apple device, or the Android ID for your Android device, or a similar device identifier. See Cookies and other technologies *for more information on the use of cookies and device identifiers on the sites.*

Information we receive from other sources.

This is information we receive about you:

- If you use any of the services we provide.
- From third parties we work closely with (customers to which we provide services which in turn provide service to you).

Additional Information:

In this case we will have informed you when we collected that data if we intend to share your data internally and combine it with data collected on our sites. We will also have told you for what purpose we will share and combine your data.

We are working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, and search information providers).

Cookies

Our sites use cookies and all information pertaining to this can be found in our Cookie Policy on our websites.

How We Use Your Information

You can see a full list of the types of data we process through our sites, the purposes for which we process it, and the lawful basis for that processing (Here)

We use the information we hold about you in the following ways:

Information You Give to Us

We use this information to:

- Provide you with information about our services that we believe may interest you, where you have given consent to receive marketing materials, or where we are permitted to do so under our legitimate interests, provided those interests do not override your right to object. See Our Promotional Updates and Communications for more details.
- Ensure, in our legitimate interests, that:
    - Content from our sites is presented in the most effective manner for you and your device

- We provide you with the information, products, and services you request from us

Information We Collect Through Use of Our Sites

We use this information in our legitimate interests, where we have assessed that such interests are not overridden by your rights, to:

- Administer and improve our websites, including for troubleshooting, data analysis, testing, research, and survey purposes
- Keep our websites safe and secure
- Measure and understand the effectiveness of advertising and deliver relevant ads to you
- Improve the user experience by ensuring content is effectively presented

Information We Receive from Other Sources

We may combine this with the information you give us and that we collect about you for the purposes outlined above, under the lawful basis of legitimate interests (subject to your rights).

Our Use of Legitimate Interests

In some cases, we process your personal data under the lawful basis of legitimate interests. This means we use your information in ways that are necessary for the operation of our theatres and to provide you with a high-quality, relevant experience—provided those uses are fair, proportionate, and do not override your individual rights.

Examples of processing under legitimate interests include:

- Sending information about similar shows or events you've booked for (unless you've opted out)
- Analysing booking trends to improve our programming and customer service
- Using CCTV for the safety and security of visitors, staff, and performers
- Monitoring website usage to ensure our digital services are effective and user-friendly
- Preventing fraud or misuse of our services
- Conducting wealth screening and profiling, using publicly available information (e.g., Companies House, LinkedIn, charity registers), to better understand the capacity and likelihood of a customer to support us philanthropically. This helps us identify potential donors and use our fundraising

resources efficiently. We only conduct this analysis where we believe there is a genuine interest in supporting our work, and we take steps to ensure any impact on your privacy is minimal. We use publicly available information (for example, from Companies House, the Charity Commission, LinkedIn, or news articles) to understand supporters' philanthropic interests and potential capacity to give. This helps us tailor our communications and fundraising approaches responsibly. We never use third-party wealth databases or purchase external lists. You can ask us not to use your data for prospect research or wealth screening at any time by contacting us at info@landmarktheatres.co.uk.

We always carry out a Legitimate Interests Assessment to ensure any such use is balanced, necessary, and respectful of your privacy. You have the right to object to processing based on legitimate interests at any time.

Our Promotional Updates and Communications

Where permitted under our legitimate interests or with your consent (where required by law), we may use your personal data for marketing analysis and to send you promotional

communications by email about our services, shows, and fundraising campaigns. We may also contact you about opportunities to support our charitable work through donations, membership, or fundraising events. We will only do so where you have given consent or where we rely on a soft opt-in (for example, if you have recently purchased tickets or made a donation). You can withdraw your consent or opt out of fundraising communications at any time.

You can object to or opt out of further marketing at any time by:

- Updating your preferences in your account settings
- Clicking the “unsubscribe” link in any promotional email
- Contacting us at **info@landmarktheatres.co.uk**

Who We Share Your Information With

We may share your information with:

- Any member of our group (our subsidiaries, our ultimate holding company and its subsidiaries) who support the processing of personal data under this policy

- Selected third-party partners who help us deliver services, marketing, or fundraising activities, under strict data processing agreements that uphold your privacy rights

Additional Information:

Our selected third parties may include:

- *Organisations who process your personal data on our behalf and in accordance with our instructions and the Data Protection Law. This includes in supporting the services we offer through the sites in particular those providing website and data hosting services, providing fulfilment services, distributing any communications we send, supporting or updating marketing lists, facilitating feedback on our services and providing IT support services from time to time. These organisations (which may include third party suppliers, agents, sub-contractors and/or other companies in our group) will only use your information to the extent necessary to perform their support functions.*
- *Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others. We may make use of the personal data we have collected from you to enable us to display our*

advertisements to you on other websites and subject to the cookie section of this policy.

- *Analytics and search engine providers that assist us in the improvement and optimisation of our sites and subject to the cookie section of this policy (this will not identify you as an individual).*
- *Business partners who jointly with us provide services to you and with whom we have entered into agreements in relation to the processing of your personal data.*
- *Payment processing providers who provide secure payment processing services.*

We will disclose your personal information to third parties:

- *In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets subject to the terms of this Privacy Policy.*
- *If our assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.*

If we are under a duty to disclose or share your personal data in order to comply with any legal

obligation, or in order to enforce or apply our terms of supply terms and other agreements with you; or to protect the rights, property, or safety of our company, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction and to prevent cybercrime.

Where we store your information

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA") that may not be subject to equivalent Data Protection Law. In particular, we may transfer personal information through or to the United States, Hong Kong, and the United Kingdom. Due to the global nature of the internet infrastructure, the information that you provide to us may be transferred in transit to other countries, including but not limited to the United States, Hong Kong and/or the United Kingdom. In connection with any such transmission, we will take the steps outlined in this Privacy Policy to protect your information.

Where your information is transferred outside the EEA, we will take all steps reasonably necessary to

ensure that your data is subject to appropriate safeguards, such as relying on a recognized legal adequacy mechanism (see below on *Privacy Shield*), and that it is treated securely and in accordance with this privacy policy.

More information:

We may transfer your personal information outside the EEA:

- *In order to store it.*
- *In order to enable us to provide services to you and enable the contract you enter into to be fulfilled. This includes order fulfilment, processing of payment details, and the provision of support services.*
- *Where we are legally required to do so.*
- *In order to facilitate the operation of our group of businesses, where it is in our legitimate interests and we have concluded these are not overridden by your rights.*

Child Safety

We will not ask for information from children under 13 years of age. Teenagers should ask their parents for permission before sending any information about themselves (name, address, e-

mail address, etc.) to us or anyone else over the Internet.

We do not knowingly accept donations or Gift Aid declarations from individuals under 18 years of age. If we become aware that we have received personal information or a donation from a minor, we will delete that information and refund the donation where possible.

How we protect your information

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Sites, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Sites and any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Our sites may, from time to time, contain links to external sites. We are not responsible for the privacy policies or the content of such sites.

Our sites include Social Media Features, such as Facebook and You Tube, Tik Tok and Linkedin buttons. These features may collect your IP address, which page you are visiting on our site, and may set a Cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our sites. Your interactions with these features are governed by the privacy policy of the company providing it.

How long we keep your information

We retain personal data for as long as you have an account with us in order to meet contractual obligations to you and for six years after that to identify any issues and resolve any legal proceedings. We may also retain aggregate information beyond this time for research purposes and to help us develop and improve our services. You cannot be identified from aggregate information retained or used for these purposes.

For donors and Gift Aid declarations, we are required by HMRC to retain relevant data for six

years after the end of the financial year in which the last donation or declaration was made. After this period, personal data will either be securely deleted or anonymised for analytical purposes.

Your rights

- If you are based in the EU you have the right under certain circumstances:
- to be provided with a copy of your personal data held by us;
- to request the rectification or erasure of your personal data held by us;
- to request that we restrict the processing of your personal data (while we verify or investigate your concerns with this information, for example);
- to object to the further processing of your personal data, including the right to object to marketing;
- to request that your provided personal data be moved to a third party.
- Wherever you are based you may:
- opt out at any time from allowing further access by us to your location data in the settings of the device you use to access the sites.

- update or delete a testimonial you have allowed us to publish on the sites, you can contact us at info@landmarktheatres.co.uk; and
- Where the processing of your personal information by us is based on consent (for example If you wish to subscribe to our newsletter(s), we will use your name and email address to send the newsletter to you), you have the right to withdraw that consent without detriment at any time by contacting us info@landmarktheatres.co.uk.

We may also send you service related email announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email. You do not have an option to opt out of these emails, which are not promotional in nature.

You can also exercise the rights listed above at any time by contacting us at info@landmarktheatres.co.uk

If your request or concern is not satisfactorily resolved by us, you may approach your local data protection authority, (see http://ec.europa.eu/justice/data-protection/bodies/ authorities/index_en.html). The Information Commissioner is the supervisory

authority in the UK and can provide further information about your rights and our obligations in relation to your personal data, as well as deal with any complaints that you have about our processing of your personal data.

Changes to this policy

Any changes we make to our privacy policy in future will be posted on this page and, in relation to substantive changes, may be notified to you by e-mail.

Data Protection Officer

We have appointed a Data Protection Officer (DPO) to oversee our data protection compliance and to act as a point of contact for individuals whose data we process.

If you have any questions about this privacy policy, how we handle your personal data or how we use your data for fundraising or wealth screening or if you wish to exercise your rights under data protection law, you can contact our Data Protection Officer using the details below:

Data Protection Officer
Natalie Phillips

Landmark Theatres,

Queen's Theatre,

Boutport Street,

Barnstaple,

EX31 1SY

01271316523

Email: natalie.phillips@landmarktheatres.co.uk

This table sets out:

- What personal data we process
- What we use that data for
- The lawful basis for the processing

Purpose Activity	Type of data	Lawful Basis for Processing Including basis of legitimate interest
To register you as a new customer	a) Identity b) Contact	Performance of a contract with you
To manage our relationship with you which	a) Identity b) Contact c) Profile	a) Performance of a contract with you

will include: a) Notifying you about changes to our terms and our privacy policy b) Asking you to leave a review or take a survey (including testimonials)	d) Marketing and Communications	b) Necessary to comply with a legal obigation c) Necessary for our legitimate interests (to keep our records updated and study how customers use our products/services)
To enable you to partake in a prize draw or competition or complete a survey	a) Identity b) Contact c) Profile d) Usage e) Marketing and Communications	a) Performance of a contract with you b) Necessary for our legitimate interests (to keep our records updated and study how customers use our products/services)

To administer and protect our business and this site (including troubleshooting, data analysis, testing, system maintenance, support, reporting and housing of data)	a) Identity b) Contact c) Technical	a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud, and in the context of a business reorganisation or group restructuring exercise) b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or	a) Identity b) Contact c) Profile d) Usage e) Marketing and	Necessary for our legitimate interests (to study how customers use our

understand effectiveness of the advertising we serve to you	Communications f) Technical	products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our Sites, products/services, marketing, customer relationships and experiences	a) Technical b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant to develop our business and to inform our marketing strategy)
To make suggestions and	a) Identity b) Contact c) Technical	Necessary for our legitimate interests (to

recommendations to about goods or services that may be of interest	d) Usage e) Profile	develop our products/services and grow our business)

Types of Personal Data We Process

1. Identity and Contact Data

- Name (first and last)
- Title (e.g. Mr, Ms, Dr)
- Date of birth
- Gender (if voluntarily provided)
- Email address
- Postal address
- Telephone number(s)
- Account login details (where applicable)

2. Transactional Data

- Purchase history (e.g. tickets, memberships, donations)
- Booking dates and times

- Payment information (note: only limited data retained – no full card details)
- Gift Aid declarations (We process Gift Aid declarations and related personal information under our legal obligation to comply with HMRC requirements.)
- Refunds or complaints

3. Marketing and Communications Data

- Marketing preferences (opt-in/opt-out)
- Communication history (emails opened, links clicked)
- Campaign responses
- Survey and feedback responses

4. Technical and Usage Data

- IP address
- Browser type and version
- Time zone setting and location
- Operating system and platform
- Device type
- Website interaction data (pages visited, time on site, clicks)
- Cookies and similar tracking technologies

5. Profile and Preferences Data

- Show and genre interests
- Attendance history
- Preferences for accessibility, seating, or special assistance
- Dietary requirements (for hospitality events)
- Notes from interactions (e.g. with box office or development teams)

6. Fundraising and Philanthropy Data

(Processed under legitimate interests or with your consent)

- Donation history and capacity to give
- Publicly available biographical, professional, or financial information (e.g. from Companies House, LinkedIn, charity registers)
- Wealth screening and prospect research indicators
- Connections to other supporters or organisations
- Communication history with our development or fundraising team

7. Special Category Data *(only where necessary and with appropriate safeguards)*

- Accessibility or disability-related needs

- Health or mobility requirements relevant to your attendance
- Allergies or medical conditions (e.g. for tailored event catering)

8. Image and CCTV Data

- CCTV footage for security and safety purposes
- Event photography or videography (with notices or consent where required)
- Press or promotional imagery (with consent where applicable)