

## **Policy Statement for Privacy**

Opera Holland Park is committed to respecting and protecting your personal information in compliance with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). We aim to be transparent about the information we collect from you, how we use it, and how we protect it. This policy outlines our data practices and should be read alongside our terms and conditions.

## **About Opera Holland Park**

Opera Holland Park is a registered charity (number 1096273) located at 37 Pembroke Road, London W8 6PW. Opera Holland Park is registered as a Data Controller under the Data Protection Act 2018. Further information can be found on the ICO website. For any inquiries regarding this policy, please contact us at [info@operahollandpark.com](mailto:info@operahollandpark.com). This policy was last updated on 12 October 2017 and may be subject to change to reflect the evolving needs of the organization.

## **What Data Do We Collect From You?**

Depending on your interactions with us, we may collect and process the following types of personal data:

- Name
- Contact details (email and postal addresses, telephone number)
- Demographic information (age, gender)
- Bank and account details for operational purposes only
- Transaction and order details
- Contact preferences
- Access requirements
- Gift Aid preferences
- Interests and occupation (acquired from publicly-available sources)
- Other information relevant to customer surveys, feedback forms, focus groups, and offers

You have the right to request access to the personal data we hold about you. To do so, please email [info@operahollandpark.com](mailto:info@operahollandpark.com) or write to us at Opera Holland Park, 37 Pembroke Road, London W8 6PW. If you choose to discontinue using our services and notify us accordingly, we will securely dispose of your personal information, except for data required to be retained for legal purposes, such as back-dated gift aid claims and financial records, which we are obligated to retain for six years.

## **When Do We Collect Personal Information?**

We collect and retain personal information when you:

- Purchase tickets or memberships
- Enter competitions, participate in audience surveys, or focus groups

- Subscribe to our newsletters
- Apply for our free ticket scheme for older and younger audiences
- Email a member of our team, trustee, or a volunteer
- Enquire to become, or act as, a volunteer

We also collect and use personal information about individuals with whom we deal to operate, including current, past, and prospective employees, suppliers, clients/customers, donors, and others. This data may include any expression of opinion about a living individual or any indication of our intentions regarding that individual.

### **How Do We Use Your Information?**

We use your personal information for operational purposes only and may use it in the following ways:

- To fulfill sales, donations, and purchases (including setting up direct debits)
- For research and fundraising purposes
- To improve our services and understand your relationship with us
- To communicate with you about updates or changes to our services, supporter schemes, or to fulfill a purchase, promotion, class, membership, or donation
- To invite you to participate in surveys or research
- For marketing purposes where you have specifically consented to receive communications from us

We may share personal information across departments within Opera Holland Park for service fulfillment or to provide you with information about products or services we believe may interest you. We do not share data with individuals or companies outside of the organization.

### **Marketing**

Opera Holland Park may send you information about our services, programs, or events that we believe may interest you. You can opt out or unsubscribe from marketing emails at any time, and update your contact preferences as desired. We ensure compliance with legal requirements for marketing communications, including obtaining prior consent, providing opt-out options, and refreshing consent every eight years.

### **Fundraising**

To better understand the interests of current and prospective supporters, we may use publicly available data to create profiles of individuals. We collect and use personal information for fundraising purposes based on legitimate interest, ensuring no overriding prejudice to individuals. We handle consent for young people under 18 sensitively and ensure parental or guardian approval.

### **Volunteers**

If you express interest in volunteering, we may share your information with relevant staff or volunteers. All volunteers are required to sign a confidentiality agreement.

### **Protecting Your Personal Information**

We adhere to data protection laws and ensure personal data is:

- Stored securely with limited access
- Obtained lawfully and used for specified purposes
- Adequate, relevant, and accurate
- Kept up to date and not kept longer than necessary
- Processed in accordance with data subjects' rights
- Accessed only by authorized personnel
- Not transferred outside the European Economic Area without adequate protection
- Protected against unauthorized processing, loss, or damage

We have designated a Data Protection Officer responsible for overseeing data protection practices.

### **Third Party Sharing**

We do not share your personal information with third parties without your consent. When sharing data with partnering organizations, we ensure compliance with data protection standards through data sharing agreements.

### **Changes to the Privacy Policy**

We may update this policy periodically. Significant changes will be communicated via email or prominently displayed on our website.

### **Accessing Your Information**

To update or request access to your personal information, please contact us at [info@operahollandpark.com](mailto:info@operahollandpark.com) or write to us at Opera Holland Park, 37 Pembroke Road, London W8 6PW.

For more information about data protection laws, visit the Information Commissioner's website.