**Privacy Policy**

**Who we are**

Leicester Square Theatre and the Museum of Comedy are operated by London International Arts Theatre (LIAT) Ltd (company registration 06154026). We respect your privacy and protect all personal information you provide when buying tickets. The information you provide will be used to deliver services, to keep you informed of news, offers and future events and for administrative purposes. This privacy policy is meant to help you understand what data we collect, why we collect it, and what we do with it.

**Types of data we collect**

**Ticketing data**

When you purchase tickets, gift vouchers, merchandise or membership through our Box Office at Leicester Square Theatre or at the Museum of Comedy (either in person or over the phone) your name, email address, phone number and address will be stored by our ticketing partner, Ticketsolve. If you pay by debit or credit card some data will be shared with Paymentsense and First Data Merchant Solutions (merchant account providers) in order to process the transaction.

**Online data**

When you book tickets online through our websites your name, email address, phone number, address and partial card information (card type, cardholder name, first six and last four digits of card number) will be stored by our ticketing partner Ticketsolve. Some data is also shared with Realex (payment gateway) and Allied Irish Banks (merchant account provider) in order to process the transaction.

Where patrons have opted to provide their details for mailings, data will be shared with MailChimp (our email partner).

Ticketsolve acts as a data processor on behalf of LIAT.

Ticketsolve, Paymentsense, First Data Merchant Solutions, Realex, Mailchimp, Allied Irish Banks and LIAT have implemented appropriate technological measures to protect against accidental loss, destruction, damage, alteration or disclosure.

For more information, please see their privacy notices here:

* <https://www.firstdata.com/en_gb/privacy.html>
* <https://www.paymentsense.com/uk/legal/privacy/>
* <https://aibgb.co.uk/Data-protection>
* <https://www.ticketsolve.com/privacy-policy/>
* <https://www.globalpaymentsinc.com/en-gb/accept-payments/ecommerce/privacy>
* <https://mailchimp.com/legal/privacy/>

**Legal basis for processing data**

We will process your information on the basis of performance of your contract with us (e.g. providing information relating to an event you have booked tickets for), your consent (e.g. sending marketing materials if you sign up to our mailing lists) or our legitimate interests.

Our legitimate interests may include sending you marketing and advertising that is likely to be of interest, in order to manage our relationship with you and in order to conduct our business. In such a case we will make sure that we assess any impact this may have upon you and won't use your information if we believe your interests should override ours. You have the right to object to this use.

**Record retention periods**

We will retain your information for as long as is necessary to provide you with the services you have requested from us or for as long as we reasonably require to retain the information for our lawful business purposes or for as long as the law otherwise permits.

**Mailing lists**

When you sign up for our mailing list, either at the time of booking or separately through our sign-up form, we collect personal information. We use that information for a few reasons: to share information such as news about upcoming shows; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We also gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our marketing. You can unsubscribe by clicking on the unsubscribe link at the bottom of any of our emails or by emailing [boxoffice@leicestersquaretheatre.com](mailto:boxoffice@leicestersquaretheatre.com)

**Changes to our privacy policy**

We may update, review and update this policy. This version was adopted on 28th August 2019.

**Overview of your rights**

You have certain rights in respect of the information we hold about you, including the right to be informed about how we use your information, the right to ask us not to use your information for marketing purposes, the right to request access to information about you that we hold, the right to request any incorrect information is amended and in certain circumstances the right to request that we stop processing information about you.

In instances where we rely on your consent to process your information you may withdraw this consent. In instances where we use your information on the basis of our legitimate interest you may object to this. In instances where we hold information about you in connection with the performance of contract you may request a copy of this information.

You also have the right to make a complaint about us to the Information Commissioner's Office or the relevant organisation in another country.

We reserve the right to retain certain information for our own record-keeping and to defend ourselves against any claims. We may also need to send you communications regarding your account even when you have requested not to receive marketing communications.

**Access to your personal information**

You are entitled to view, amend or delete the personal information that we hold. Email your request (and any further questions) to our data protection officer [gareth@leicestersquaretheatre.com](mailto:gareth@leicestersquaretheatre.com) or contact us at Leicester Square Theatre, 6 Leicester Place, London, WC2H 7BX.

**Data processors**

One or more of the following organisations may process data on our behalf as a sub-processor under our supervision.

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| **Organisation** | **Address** |
| AIB Merchant Services | 6 Belfield Office Park, Beaver Row, Dublin 4, Ireland |
| First Data Europe Ltd | Janus House, Endeavour Drive, Essex, SS14 3WF |
| Mailchimp | The Rocket Science Group, LLC, 675 Ponce de Leon Avenue NE, Atlanta, USA |
| Paymentsense Ltd | 242 Acklam Road, London, W10 5JJ |
| See Green Systems Ltd | Turing House, 2 Marsden Park, York, YO30 4WX |
| See Green Media Ltd | Turing House, 2 Marsden Park, York, YO20 4WX |
| Ticketsolve Ltd | Piccadilly House, Piccadilly, Manchester, M1 2AP |