



Privacy Policy

1. About this policy

Here, at Birmingham Rep, we take your privacy seriously. We promise to respect any personal data you share with us and keep it safe.

This policy explains who we are, what information we collect, how and why we use it, how it is stored, how we fundraise, which partners we work with, and your rights regarding any information you share with us.

We will use any personal information we collect about you in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act (DPA), and the Privacy and Electronic Communications Regulations (PECR). We aim to be clear when we handle your data, and not do anything you wouldn't reasonably expect.

In the event that you are unhappy with how we are using your personal data, we set out in this policy how you may raise a complaint.

By visiting <https://www.birmingham-rep.co.uk/> you are accepting and consenting to the practices described in this policy.

This privacy policy outlines how we process data for our:

- Ticket buyers, online users, members, supporters, and donors
- Participants in our Youth Theatre, Talent Development Programmes, Creative Learning activities and work experience applicants
- Suppliers and industry contacts
- Job/paid for opportunity applicants, intern applicants, volunteer applicants

Please read this information carefully, as by providing your data to us you acknowledge you have read this policy and understand we will process your data in accordance with its terms.

2. Who we are

The Birmingham Repertory Theatre Limited is a private limited company registered in England and Wales (CRN 00295910), and an independent charity registered in England and Wales (Number 223660).

Birmingham Rep (ICO registration ZA312433) is the Data Controller for any personal information we process.

For this policy “we”, “us”, “our” and “Birmingham Rep” refer to The Birmingham Repertory Theatre Limited.

3. Contact us

Questions, comments, and requests about this Privacy Policy are welcomed.

Email us: data@birmingham-rep.co.uk.

Write to us: Birmingham Rep, 6 Centenary Square, Birmingham, B1 2EP.

4. Data collection

We may collect personal data from you when you buy a ticket or other item from us, become a member or supporter, donate, pledge a legacy, attend an event, subscribe to our newsletter, visit our website or premises, take part in audience research, enter a competition, ask us to send your information, participate in one of our talent development or creative learning activities, ask us to send you information, supply goods/services to us, pay us for goods/services, apply for a job/paid opportunity, apply for an internship/work experience, or apply to volunteer with us. The ways in which we collect data from you are listed below:

4.1. Ticket buyers, online users, members, supporters, and donors

We may collect or store the following information from you when you buy a ticket or other item from us, sign up to one of our workshops or events, register for an Access Card, become a member or supporter, donate, join a mailing or waiting list, register your interest in an upcoming project, update your online account, visit our website or premises, take part in research, enter a competition, or contact us with an enquiry.

- Title, first name and last name
- Contact details including organisation/company name and job title (if appropriate), postal address, email address and telephone number(s)
- Communication preferences
- Interests
- Membership level
- Ticketing, membership, and/or donation history
- Transaction history including billing and payment card information (last four digits)
- Bank details including account name, number, and sort code if you set up a direct debit with us
- Gift Aid declaration
- Image and likeness (as captured on our CCTV cameras, and in photographs and videos we may use for promotional purposes)
- Technical information gathered when you visit our website; including 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
- Any other information you provide to us by email, letter, telephone, social media, via our website, or in person

4.1.1. Sensitive information

This includes health information (if supplied) related to your booking or membership such as access need, allergy, or dietary requirements (for you or your party).

We sometimes request sensitive personal data in our audience and members surveys to assist us with our diversity monitoring. This data is not obligatory to provide, is analysed anonymously, and not linked to individual customer records.

4.1.2. Online information

Our website uses “cookies” to store information about how it's used, helping us improve services, analyse activity, and support transactions. Cookies are small text files saved by your browser that enhance your experience by remembering preferences or user details. You can choose whether to accept cookies on your device. Read our full Cookie Policy [here](#).

We keep a record of the communications we send you, and we may track whether you receive or open electronic communications so that we can ensure we are sending you the most relevant information.

We use social media to provide updates on our activities, to promote events and projects, or to communicate with you about the activities in which you are involved. We may tailor adverts on social media and elsewhere online relevant to your interests. Depending on your own privacy settings with each social media provider, you can control Birmingham Rep's permission to access information via social media platforms.

4.1.3. Data from third parties

We may also obtain or collect personal information about you from other third-party sources, for example:

- If we engage an external photographer or videographer to capture performances and events.
- From a member of our Board of Trustees or a member of staff e.g., if they wish to invite you to an event.
- Publicly available online information, such as information found in places such as Companies House, your biography on your work website, or information that has been published in articles/ newspapers.
- From an organisation which works in partnership with Birmingham Rep, for example, if you attend one of our events or meet with us as a representative of your organisation.

4.2. Participants in our Youth Theatre, Talent Development Programmes, and Creative Learning activities

We may collect or store the following information from you when you participate in one of our Talent Development or Creative Learning activities, attend a workshop or an event, visit our website or premises, or contact us with an enquiry.

- First name and last name of participant and parent/guardian/carer where required
- Contact details of participant including postal address, email address and telephone number(s) and parent/guardian/carer where required
- Emergency/Next of Kin contact first name, last name, telephone number(s), and relationship to participant
- Date of birth and age
- Gender, place of birth, and nationality
- School/place of education name, address, email address(s), headteacher first name and last name, teacher first name and last name, school year, and school group
- Communication preferences

- Image and likeness (as captured on our CCTV cameras, and in photographs and videos we may use for promotional purposes)
- Technical information gathered when you visit our website; including 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
- Any other information you provide to us by email, letter, telephone, social media, via our website, or in person

4.2.1. Sensitive information

This includes health information (if supplied) related to your participation with Birmingham Rep such as access need, neurodiversity need, allergy, or dietary requirements (for you or your party). We may also ask you for information about your ethnicity; if you prefer to opt out, you can.

4.2.2. Data from third parties

We may also obtain or collect personal information about you from other third-party sources, for example:

- We may ask parents/guardians/carers or schools to supply information about under 18s for participation in our projects or for performance licensing purposes.
- If we engage an external photographer or videographer to capture events.
- If your details are given as an emergency contact for a member of our Youth Theatre

4.3. Suppliers and industry contacts

We may collect or store the following information from you when you supply goods/services to us, are recommended to us, attend an event, visit our website or premises, or contact us with an enquiry.

- Company/organisation name
- Designated contact first name and last name
- Contact details including postal address, email address(es) and telephone number(s)
- Bank details including account number and sort code
- VAT and Tax numbers
- Record of goods/services provided
- Communication preferences
- Image and likeness (as captured on our CCTV cameras, and in photographs and videos we may use for promotional purposes)
- Technical information gathered when you visit our website; including 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
- Any other information you provide to us by email, letter, telephone, social media, via our website, or in person

4.3.1. Sensitive information

This includes health information (if supplied) related to your booking such as access need, allergy, or dietary requirements (for you or your party).

4.3.2. Data from third parties

We may also obtain or collect personal information about you from other third-party sources, for example:

- Recommendations from other organisations/clients.
- If we engage an external photographer or videographer to capture events.
- Publicly available online information, such as information found in places such as Companies House, your biography on your work website, or information that has been published in articles/ newspapers.

4.4. Job/paid for opportunity applicants, intern applicants and volunteer applicants

We may collect or store the following information from you when you apply for a job or a paid opportunity with us, apply for an internship, apply to do work experience with us, apply to volunteer with us, visit our website or premises, or contact us with an enquiry.

- Title, first name, and last name
- Contact details including postal address, email address, and telephone number(s)
- Musical experience, education, and career information
- Date of birth
- Gender
- Nationality
- Image and likeness as captured on our CCTV cameras and on audition videos and video applications
- Technical information gathered when you visit our website; including 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
- Any other information you provide to us by email, letter, telephone, social media, via our website, or in person

4.4.1. Sensitive information

This includes health information (if supplied) such as access need, allergy, or dietary requirements, and any other information specific to the opportunity you are applying for. We may also ask you for information about your ethnicity, sexual orientation, religious beliefs, socio economic background, caring status; if you prefer to opt out, you can.

4.4.2. Data from third parties

We may also obtain or collect personal information about you from other third-party sources, for example:

- Referees may provide information to us about your experience and competence.
- Contact details and employment history from recruitment agencies, when used to fill a position.
- Publicly available online information, such as information found in places such as Companies House, your biography on your work website, or information that has been published in articles/ newspapers.

5. Use of data

We will use your information for the purposes listed below under one of the following lawful bases:

- Performance of a contract between us and you
- Your consent (where we require it)
- To comply with a legal obligation
- Our legitimate interests (except where such interests are overridden by the interests, rights, or freedoms of the individual)

The ways in which we use your data are listed below:

5.1. Ticket buyers, online users, members, supporters, and donors

We use the information we hold to:

Keep a record of the relationship we have with you and how you wish to be contacted	Legitimate interests
Ensure we cater for any specific needs you may have such as allergies or dietary or access requirements	Consent
Inform you of any change to or provide additional information regarding a booking, visit, or membership	Performance of a contract
Deliver membership and corporate partner benefits	Performance of a contract
Send you a gift (such as a gift voucher or membership) bought by another person	Performance of a contract
Analyse your personal information to create a profile of your interests and preferences so that we can contact you with information most relevant to you	Legitimate interests
Send you emails about future productions, offers and activities	Consent
Send you emails about our charitable and fundraising activities	Consent
Send you postal mailings about future productions, offers and activities	Legitimate interests
Send you postal mailings about our charitable and fundraising activities	Legitimate interests
Manage events taking place at Birmingham Rep	Performance of a contract
Process and record donations and payments	Performance of a contract
Process and record Gift Aid claims	Legal obligation
Thank our donors and supporters	Legitimate interests
Manage guest lists for Birmingham Rep events	Legitimate interests

Assist us with reporting and analysis for our own business needs	Legitimate interests
Undertake research relating to your purchase, event experience, or membership	Performance of a contract
Undertake general customer and membership research	Legitimate interests
Research prospective donors including undertaking wealth screening	Legitimate interests
Administer prizes for competition winners	Consent
Respond to queries, complaints, and feedback received via post, email, telephone, social media, or in person	Legitimate interests
Use your image to promote our work to supporters and the public via media and social media	Legitimate interests / Parental Consent (if under 18)
Use quotes from your social media content to promote the work of Birmingham Rep via our website, marketing materials, and social media	Consent
Archive photographs and video for heritage purposes	Legitimate interests
Promote our work to supporters and the public via media and social media outlets	Legitimate interests
Profile ticket bookers and donors to inform future fundraising approaches	Legitimate interests
Ensure compliance with policies, procedures, and laws	Legal obligation
Maintain the security of property and individuals in and around our building using CCTV footage	Legitimate interests

5.2. Fundraising and profiling

As a charity, Birmingham Rep depends on donations to support our work. We aim to identify ticket buyers and existing donors who might be interested in giving additional support. To do this efficiently, we may use publicly available information (gathered by us or third parties) to see if you might want to donate more. This helps us make appropriate and tailored requests. We do not let third parties use your data for other purposes.

We might look at publicly available details about your wealth (like house price values), if you are a trustee of a charity, have donated to similar causes, or raised funds for charitable purposes, in addition to your interests in the arts.

We understand not everyone wants this, and you can ask us to stop at any time by contacting data@birmingham-rep.co.uk. If you do, we will delete the information we have collected about you for these purposes.

5.3. Participants in our Youth Theatre, Talent Development Programmes, and Creative Learning activities

We use the information we hold to:

Enable the offer of an audition and manage the audition process	Legitimate interests
Keep a record of the relationship we have with you and how you wish to be contacted	Legitimate interests
Ensure we cater for any specific needs you may have such as allergies or dietary or access requirements	Consent
Keep you fully informed of all arrangements relating to your involvement with Birmingham Rep, including rehearsals and performances	Consent
Keep a record of those who wish to be informed of future auditions	Consent
Keep you informed of ticket offers for Youth Theatre members when available	Legitimate interests
Process payments when required	Performance of a contract
Ensure we have the appropriate information needed for when applying for licences	Consent
Apply for appropriate licensing for child performers where necessary	Legal obligation
Publish lists of participants in our printed programmes	Legitimate interests
Promote our work to supporters and the public via media and social media outlets	Legitimate interests
Undertake evaluation of our projects	Legitimate interests
Ensure compliance with policies, procedures, and laws	Legal obligation
Maintain the security of property and individuals using CCTV footage	Legitimate interests

5.4. Job/paid for opportunity applicants, intern applicants, work experience applicants, and volunteer applicants

We use the information we hold to:

Process your application and communicate with you regarding the selection and interview process	Consent
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Ensure we cater for any specific needs you may have such as dietary or access requirements	Consent
Ensure compliance with policies, procedures, and laws	Legal obligation
Maintain the security of property and individuals using CCTV footage	Legitimate interests

6. Sharing your data with third parties

Unless you give us your consent, the personal information that you give us will only be shared with third parties where we are obliged or permitted by law to disclose it, we need to use the services of ‘data processors’ to fulfil your requirements, and to support analysis and research for Birmingham Rep or the Arts Sector.

As part of the services offered to you, the personal information you provide may be transferred to countries outside the European Economic Area (EEA). If Birmingham Rep transfers your personal information outside of the EEA in this way, we will take steps to ensure that your privacy rights continue to be protected as outlined in this Privacy Policy. For more details, please see Use of Data section above.

The ways in which we share data with third party organisations are listed below:

6.1. Ticket buyers, online users, members, supporters, and donors

We may share your data with third party organisations as follows:

Third Party Processors providing services to Birmingham Rep e.g., our CRM system, email platform etc.	Performance of a contract
Funders such as Arts Council England for analysis and reporting purposes (anonymised data only)	Performance of a contract
Agencies such as UK Theatres, Indigo Ltd, and Baker Richards for analysis and research purposes (anonymised data only)	Legitimate interests
Companies House, Charity Commission, our auditors and professional advisers, and other regulatory bodies	Legal obligation
Fundraising Prospect Companies	Consent
Social media	Legitimate interests

We publish lists of supporters and donors in our printed programmes. If you do not wish for your details to be included, please contact data@birmingham-rep.co.uk.

6.2. Participants in our Youth Theatre, Talent Development Programmes, and Creative Learning activities

We may share your data with third party organisations as follows:

Third Party Processors providing services to Birmingham Rep e.g., our CRM system, email platform etc.	Performance of a contract
Chaperones and Workshop Leaders	Legitimate interests
Funders such as Arts Council England for analysis and reporting purposes (anonymised data only)	Performance of a contract
Agencies such as UK Theatres, Indigo Ltd, and Baker Richards for analysis and research purposes (anonymised data only)	Legitimate interests
Companies House, Charity Commission, our auditors and professional advisers, and other regulatory bodies	Legal obligation
Social media	Legitimate interests

We publish lists of participants in our printed programmes. If you do not wish for your details to be included, please contact data@birmingham-rep.co.uk.

6.3. Suppliers and industry contacts

We may share your data with third party organisations as follows:

Third Party Processors providing services to Birmingham Rep e.g., our CRM system, email platform etc.	Performance of a contract
Companies House, Charity Commission, our auditors and professional advisers, and other regulatory bodies	Legal obligation
Social media	Legitimate interests
Appropriate organisations when recommending your services	Legitimate interests

6.4. Job/paid for opportunity applicants, intern applicants, work experience applicants, and volunteer applicants

We may share your data with third party organisations as follows:

Third Party Processors providing services to Birmingham Rep e.g., our CRM system, email platform etc.	Performance of a contract
External advisors as part of the recruitment and auditioning/interview process	Legitimate interests

7. Keeping your data secure

We take every precaution to protect your personal data, and we hold regular security reviews to ensure that the website is safe and secure for your protection.

Your data is processed in secure systems and digital environments. Only authorised and trained employees and approved contractors/developers are granted access to personally identifiable information. This will be from time to time, and only when they need to perform a specific job or task.

If we need to share personal data with a third party, we ensure that the appropriate data sharing agreements are in place.

8. How long we keep your data

We will keep personal data for no longer than is strictly necessary, having regard to the original purpose for which the data was processed. Our retention periods are detailed below:

8.1. Ticket buyers, online users, members, supporters, and donors

We will store data in our database system(s) for a maximum of seven years after your last engagement with us, through ticket, gift voucher or membership purchases, or making donations. At that point, your data will be deleted, no longer processed, and you will cease to receive communications from us, unless there is an outstanding issue, claim or dispute requiring us to keep such information until resolution.

8.2. Participants in our Youth Theatre, Talent Development Programmes, and Creative Learning activities

We will store data in our database system(s) for a maximum of seven years after your last engagement with us, through participating in our work, or requesting to be kept up to date with our activities. At that point, your data will be deleted, no longer processed, and you will cease to receive communications from us, unless there is an outstanding issue, claim or dispute requiring us to keep such information until resolution.

8.3. Suppliers and industry contacts

We will store data in our database and finance system(s) for as long as you continue to purchase services from us, supply us with goods and/or services, or 6 years plus the current tax year, where the relationship is not ongoing. At that point, your data will be deleted and no longer processed, unless there is an outstanding issue, claim or dispute requiring us to keep such information until resolution.

8.4. Job/paid for opportunity applicants, intern applicants, work experience applicants, and volunteer applicants

For unsuccessful candidates, we will store data in our systems for 6 months following your application, at which point it will be deleted, unless:

- There is an outstanding issue, claim or dispute requiring us to keep such information until resolution
- You consent to our keeping your data on file to keep you informed of other suitable opportunities.

9. How to update your data

9.1. Ticket buyers, online users, members, supporters, and donors

- You can manage your own details in your online Birmingham Rep Account

- Contact data@birmingham-rep.co.uk.
- Use the unsubscribe link in our emails

9.2. Participants in our Youth Theatre, Talent Development Programmes, and Creative Learning activities

- Contact data@birmingham-rep.co.uk or your regular Birmingham Rep contact
- Use the unsubscribe link in our emails

9.3. Suppliers and industry contacts

- If you are a supplier, contact rep.accounts@birmingham-rep.co.uk or your regular Birmingham Rep contact
- If you are an industry contact email data@birmingham-rep.co.uk.

9.4. Job/paid for opportunity applicants, intern applicants, work experience applicants, and volunteer applicants

- Contact RepTalent@birmingham-rep.co.uk

10. Your individual rights

Under data protection law, you have rights including:

- Your right of access: you have the right to ask us for copies of your personal information.
- Your right to rectification: you have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure: you have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing: you have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing: you have the right to object to the processing of your personal information in certain circumstances.
- Your right to data portability: you have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- Your right related to automated decision-making including profiling: you have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you.

Where you have provided your consent to the collection, processing, and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact data@birmingham-rep.co.uk. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to.

If you wish to opt out of postal mailings, please contact data@birmingham-rep.co.uk.

11. How to make a complaint

11.1. Making a complaint to The Rep

If you wish to make a complaint about how we are using your data, please email data@birmingham-rep.co.uk.

Data protection complaints include:

- A data breach which has impacted you;
- The Rep's response to a Data Subject Access Request or other privacy rights request;
- How long The Rep is keeping your personal information;
- The accuracy of information we hold about you;
- The security measures The Rep has in place to protect personal information;
- How The Rep has profiled you;
- Any other data protection matter.

All data protection complaints will be logged and acknowledged within 5 working days.

Where we require further information or personal ID from you to investigate your complaint we will let you know.

If someone is complaining on your behalf, you will need to tell us in writing that they are acting for you.

Data protection complaints will be investigated by the CEO (Data Controller for The Rep). We aim to provide a full response to a data protection complaint as quickly as possible and within 14 days of receipt. If we need longer, we will tell you why and when we expect to make further contact.

Our full response will set out the outcome to the complaint you have raised, any actions we have implemented in response to the issues raised and your right to refer to the Information Commissioner's Office (ICO) should you remain dissatisfied.

11.2. Making a complaint to the ICO

Where you take the view that your personal data is processed in a way that does not comply with the UK GDPR, we encourage you to contact us directly to resolve your complaint in the first instance. However you have a specific right to lodge a complaint with the ICO at any point.

Complaints to the ICO may be raised via the ICO website: <https://www.ico.org.uk>

12. Change to this policy

This policy will be reviewed at least annually.

We may change or update this Privacy Policy from time to time. Any significant changes will be communicated on our website or by contacting you directly.

Last updated June 2026