VAMOS THEATRE CIO
PRIVACY POLICY

Updated: September 2026
Approved: September 2026
Next review: September 2028 (every 2 years)
Staff Lead: Sarah Hawkins, Executive Producer
Board Lead: Sian Baker

1. Purpose

Vamos Theatre is committed to protecting your personal information, being transparent about what data we hold and giving you control over how we use it.
The purpose of this Privacy Policy is to give you a clear explanation about how we use the information we collect from you, as per the UK General Data Protection Regulation

2. About Us

Vamos Theatre is the UK's leading full mask theatre company, touring full scale mask theatre production throughout the UK and sharing our skills with teachers, actors, health professionals, carers and business leaders.
We are a company and charity registered in England under company number 07166009 and charity number 1167642 with our registered address as set out below.

3. Contact Us

You can contact us as follows:
FAO: Vamos Theatre
Address: The Swan Theatre, The Moors, Worcester, WR1 3ED
Email: info@vamostheatre.co.uk

4. How do we collect your personal information?

We collect your information when you interact with us. This could include visiting our website, or when you sign up to receive updates from us by email and other digital channels. We also monitor how audiences use our websites to help us understand how they could be improved. We may also collect information from you if you attend a performance, or for incident reporting and investigation purposes.

We collect personal information when you:

1. Sign up to our newsletter on https://www.vamostheatre.co.uk/newsletter-signup
2. Contact us by post, phone, email or via social media
3. Leave a comment on our Comments Book on https://www.vamostheatre.co.uk/comments-book
4. Contact us by phone, in person or by email to book tickets, or buy, reserve or hire items.
5. Attend an event by invitation
6. Enter one of our social media contests
7. Take part in research we carry out in-person via feedback forms, or via an online or telephone survey

8. Opt-in to partner venues sharing your data with us
9. Register with Mask.ED, Vamos Theatre's digital learning area.

If you are involved in an incident that relates to one of our performances, we may collect information from you for incident reporting and investigation purposes and in order to meet our health and safety obligations.

5. Why do we collect this information, and what do we do with it?

The main reasons we collect information are to provide a service you have requested; to keep in touch with you and let you know about future performances, workshops and events; to personalise your communications; or to contact you if we need to obtain or provide additional information. The information we collect about our audiences also helps us understand how we can best meet their needs and use our charitable resources effectively, report to our funders and to offer you a better experience.

We will use your information for the purposes listed below on the basis of:

- our performance of our contract with you and the provision of our services to you;
- your consent (where we request it);
- our need to comply with a legal or regulatory obligation; or
- our legitimate interests

6. What information are we collecting?

The only information which we are collecting about you is the information which you provide to us directly or via cookie tracking. We solely collect the information that's necessary to carry on our business, provide the particular product or service you've requested, and to keep you informed.

There are occasions when you can choose not to give us certain information, but this may mean that we cannot provide you with certain products or services and that our communications are less relevant and personalised. For example, you may not hear about an event that we think would appeal to you.

Some of the information which we collect will be special categories of personal data (also called sensitive personal data). Special category data is personal data that is considered to be sensitive and requires additional protection. For example, it can include information about your age, disability, sexual orientation, and racial or ethnic origin. This is collected for us to monitor how diverse and inclusive we are as an organisation and to make our future performances or workshops more accessible and inclusive. It also helps us provide better and more tailored audience experiences, better reflecting your needs. By providing us with this information, you consent to our use of this information for this purpose.

The type of information we collect depends on where and when it is gathered.

7. Where do we keep your information?

We are committed to protecting your personal information. Our security measures and procedures reflect the seriousness with which we approach security and the value we attach to your information.

- Your data will be stored and used by us in accordance with this privacy statement and with your rights under the General Data Protection Regulation (UK GDPR).
- The information that you provide will be stored securely on our systems, and if in physical form, will be shredded.
- Only relevant members of staff will access the information you provide to us.

We will not transfer the information you provide to us outside of the United Kingdom and the European Economic Area.

8. What is the legal basis for using your information?

In accordance with the data protection laws, we need a "legal basis" for collecting and using information about you. There are a variety of different legal bases for processing personal data which are set out in the data protection laws.

The lawful basis on which we rely in order to use the information which we collect about you for the purposes set out in this notice will be:

- you have provided consent to our use of your information; and
- using your information is necessary for us to comply with a legal obligation to which we are subject.

The lawful basis on which we rely in order to use your special categories of personal data which we collect about you will be that you have provided your explicit consent to our use of your information.

9. How long do we keep your information for?

We will keep your information only for as long as is reasonably necessary for the purposes set out in this Privacy Policy and to fulfill our legal obligations. We will not keep more information than we need.

Where you have provided us with consent for holding and processing your personal data, we will retain this for a period of 6 months, after which we will delete your information, unless there is another identifiable purpose for which it is necessary to retain it. For further information about how long we will keep your information, please contact our team using the contact details set out in the 'About us' section above.

10. Sharing your information

Vamos Theatre CIO (charity number 1167642) and Vamos Theatre Company (company number 07166009) will share your information between both legal entities where necessary, in order to provide services to you and to meet our legal obligations. The obligations which are set out in this notice shall apply to all members of both entities.

It may be necessary to share information about you with our contractors and subcontractors in order to provide you with the services in accordance with the contract between us. We will only share information about you with the contractors and subcontractors which is relevant and necessary to address your individual needs. The contractors and sub-contractors shall be contractually required to ensure that they adhere to the security requirements imposed by the UK General Data Protection Regulation (as applicable). Our contractors and subcontractors will not share your information with any other parties and will only be able to use the information when completing work on behalf of us.

We may also be required to share your information with our regulators (such as the Charities Commission) who are permitted access to this information by law and with other organisations where we have a legal obligation to share the information with them. We also share information with our funders (such as Arts Council England) in order to meet our contractual obligations with them.

We may from time to time share your information with other organisations, such as theatres and other venues. This includes information provided on feedback cards and surveys which may include email addresses, name, event attended and other information that you have completed and agreed for us to share with third parties for marketing and promotional purposes.

11. Cookie Policy

The Vamos Theatre website uses cookies. This statement explains what cookies are and why we use them.

What are cookies?
Cookies are small data files that are stored on your computer or mobile device when you visit a website. Cookies are widely used by online service providers in order to (for example) make their websites or services work.

The cookies we use on our website won't collect personally identifiable information about you and we won't disclose information stored in cookies that we place on your device to third parties. The cookies we send to your device only relate to your use of our website; they don't have any other effect on your device.

We do not use Google Analytics.

Cookies from third party websites
A limited number of pages on our website use content embedded from third party websites. These third-party websites may send cookies to your device. You can opt out of these by using the Cookie Consent pop-up on entry to the website.

Hosting
Our website is hosted in the UK with green hosting provider, GURU.

You can easily manage your cookies by adjusting your browser settings. For more information about cookies and how to opt-out, visit any of the following industry bodies:

- European interactive digital advertising alliance – https://www.youronlinechoices.com/
- Digital Advertising Alliance – https://digitaladvertisingalliance.org/
- Network Advertising Initiative – http://www.networkadvertising.org/understanding-online-advertising

12. Exercising your rights

In relation to the information which we hold about you, you are entitled to:

- Ask us for access to the information
- Ask us to rectify the information where it is inaccurate or is incomplete
- Ask us to erase the information and take steps to ask others who we have shared your information with to also erase it
- Ask us to limit what we do with your information
- Object to our use of your information and ask us to stop that use
- Instruct us to provide you with the information we hold about you in a structured and commonly used format or transmit that information directly to another organisation

Our obligations to comply with the above rights are subject to certain exemptions.

Where we are using your information because you have provided your consent to that use, you are entitled to withdraw your consent at any time. The lawfulness of our use of your information before consent was withdrawn is not affected.

To opt out from receiving information from us, please email your full name and postcode to info@vamostheatre.co.uk with “Opt Out” in the subject line. We will process your request within 5 working days and ensure that your data is removed from our records. We will also ask any partners we have shared your data with (with your permission) to do the same.

You also have the right to complain to the Information Commissioner's Office (the "ICO") if you are

not satisfied with the way we use your information. You can contact the ICO by writing to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

13. Visitors to our website under 13

The new **Age Appropriate Design Code** developed in the UK restricts the age of consent to 13 for on-line services. Online, as defined by the **Information Society Services (ISS)** includes social media, messaging, news and education services, sales offering goods or services. If you are under the age of 13, you will need your parent or guardian's consent with Parental Responsibility before providing personal information to Vamos Theatre which we may hold.

Holding / use of personal data for minors.
Under GDPR Article 8, the age of consent, i.e. when a child is required or able to give their consent for the processing of their own data, is **16**. Under this age consent is required from an adult with **Parental Responsibility**.

A child with consent given by an adult with parental responsibility can withdraw their consent once they exceed the age of consent. If a child of age gives consent, a holder of PR can withdraw consent if they feel the child has not the capacity to fully understand the request for consent. (This also applies to a vulnerable adult who might not understand what they are giving consent for).

A child as a subject of research is able to request erasure as they get older and circumstances change. They must be aware if their data is still in use. Any request by a child of appropriate consent age (16) for erasure of data will be honoured. You have the right to withdraw consent at any point.