**Liverpool’s Royal Court Privacy Policy  
Updated Wednesday 23 May 2018**

Here at the Royal Court we know how important information is and how highly people value their privacy. GDPR is having a big impact all over Europe but we have made very few changes because we were looking after your data well in the first place!

We want to be completely open about what data we have, how we use it and your rights to access it.

We have tried to make this policy as simple as possible but, if you would like any more information, or have any questions, please contact our Data Protection Officer via [boxoffice@royalcourtliverpool.com](mailto:boxoffice@royalcourtliverpool.com). You could also call us on 0151 709 4321 or write to us at Liverpool’s Royal Court, 1 Roe Street, Liverpool, L1 1HL.

If we ever make any major changes to our privacy practices, we’ll let you know. If necessary, we’ll also ask for your permission.

**Privacy Notice**

Our Privacy Notice has been designed with you in mind. How the notice applies to you will depend on the way in which you interact with us.

If you purchase a ticket from us, we will use the information you provide us to fulfil both our and the Event Partners obligations to you in delivering that service, and, where permitted, keep you up to date about other events that may be of interest to you.

When you browse our sites, we use cookies to tailor your experience and hopefully provide you with a seamless experience.

Your choices and rights under each scenario are explained in more detail below. Click on each icon for more information, or scroll down to read the full policy.

**What Information We Have & Where We Get It**

When you create an account, buy a ticket or have a ticket transferred to you by a friend, we will collect your information which depending on service we are providing, may include your contact and billing information.

When you use our websites or apps, we collect information such as the browser and device you're using, your IP address, your location, the site you came from, what you did and didn't use our site/app for, or the site you visit when you leave us.

When you use a social media feature within our website or apps, and you post to social media platforms, the social media site will provide us with some information about you.

If you have accessibility requirements, we want to make sure you have the best experience when attending events. To do this, we need to collect details of your requirements (which may involve you providing information about your mental or physical health).

In the few instances where we collect personal information from children, we always seek parental consent and will only ever collect such information for the purposes specified when we collect it.

We use suppliers who collate geodemographic data which assists us in better personalising our services to you. If you’d prefer that we do not do this, see the ‘Your Rights & Choices’ section below.

**How We Use Your Information & Why**

We use your information when you enter into a contract with us (for example to buy merchandise or a ticket) so we can process your order, take payment and provide you with customer support.

We use it to conduct market research and analysis which helps improve and customise our products and services.

For our marketing purposes, unless your consent is required for such marketing.

To send you customer service emails including booking confirmations and event reminders.

To prevent or detect unlawful behaviour, to protect or enforce our legal rights or as otherwise permitted by law. For example, making sure tickets get into the hands of real fans. As such, we may use your information to prevent ticket touting, misuse of our intellectual property, fraud, or other crimes.

To create a profile about you to help us personalise our services to you. For example, if you purchase tickets to musicals and you have consented to our marketing, we will inform you about other musicals we think you might be interested in.

**Where You’ve Given Your Consent**

To contact you with information or offers regarding our upcoming events, products or services – this may be via email, via push and web notifications, via SMS, or social media platforms. You can change your marketing preferences at any time, see “Your choices and rights” section below.

To process your health data to meet your accessibility requirements, where specifically required and explicit consent is provided.

**Who We Share Your Data With & Why**

We may share your information with any co-producer on any relevant shows

We may share your data with Government Agencies where required to do so by law

**Your Choices & Rights**

You also have rights over how your personal information is used including:

The right to object to our processing of your data.

The right to request that your information be erased or restricted from further use.

The right to request a copy of the information we hold about you.

The right to correct, amend or update information you have given us (where you have an account with us you can also do this by logging in and updating your information).

The right to contest any automated decision we make about you. An automated decision is a decision taken without any human intervention which has legal consequences (e.g. credit checking). We don’t typically carry out automated decision making but, if we do, we will make it clear where such decisions are being made.

To exercise any of the above rights please contact us at [boxoffice@royalcourtliverpool.com](mailto:boxoffice@royalcourtliverpool.com) using the header “FAO Data Controller” Please note that whilst we will carefully assess every request we receive we may not always have to comply. When this happens, we will explain why.

**Looking After Your Information**

We’re always taking steps to make sure your information is protected and to delete it securely when we no longer need it.

We have security measures in place to protect your information. The security measures we use will depend on the type of information collected.

We only keep your information for as long as required to provide you with the services you request, for the purposes outlined in this policy and for any legal purposes for which we are obliged to keep the information. We will securely delete your information when it is no longer required for these purposes, in line with our company policies.

**Contact Us**

If you have any questions or feedback about this notice, or how we handle your information, get in touch with our Data Protection Officer via [boxoffice@royalcourtliverpool.com](mailto:boxoffice@royalcourtliverpool.com). You could also call us on 0151 709 4321 or write to us at Liverpool’s Royal Court, 1 Roe Street, Liverpool, L1 1HL.