



T H E

A R M S T R O N G

G A T H E R • C E L E B R A T E • I N S P I R E

Customer Privacy Notice

Version 1.1

Contents

Contents.....	2
1. Contact details.....	2
2. What information we collect, use, and why.....	3
3. Our Lawful Bases for processing.....	4
4. Where we get personal information from.....	4
5. How long we keep information.....	4
6. Who we share information with.....	5
Operations & Bookings.....	5
Payments & Financial Transactions.....	5
Fundraising.....	5
Administration & Marketing.....	5
Social Media Interactions.....	5
7. Your Data Rights.....	6
8. How to complain.....	6

This privacy notice explains what to expect us to do with your personal information when you interact with us as a customer, hirer, donor, or visitor.

1. Contact details

Address

The Armstrong
Chapel Street
Thornbury
BS35 2BJ

Email

privacy@thearmstrong.co.uk

2. What information we collect, use, and why

To provide services (Tickets & Events):

- Names and contact details (email, phone number).
- Address (for billing).
- Access requirements (e.g., wheelchair spaces).
- Purchase history.

To manage Venue Hire (e.g., Weddings, Community Groups):

- Names and contact details of the hirer/organiser.
- Billing addresses and payment records.
- Event details (timings, technical requirements).

To process Donations & Fundraising:

- Names and contact details.
- Donation history.
- Taxpayer status (solely for claiming Gift Aid).

For Marketing (Newsletter):

- Name and email address.
- Marketing preferences (what you have opted-in to receive).
- Email engagement (e.g., if you open our emails).

For Safety & Security (CCTV):

- **CCTV Footage:** We operate CCTV cameras within and around The Armstrong (including The Foyer, Bar, and entrances) for the purposes of crime prevention, the security of our venue, and the safety of our staff and visitors.

3. Our Lawful Bases for processing

Under UK data protection law (GDPR), we must have a "lawful basis" for using your data. We rely on the following:

1. **Contract:** We need to process your data to fulfil a contract with you (e.g., if you buy a ticket, we need your email to send it to you; if you hire a hall, we need your details to invoice you).
2. **Consent:** We use this for marketing. We will only send you newsletters if you have actively agreed to receive them. You can withdraw this consent at any time.
3. **Legal Obligation:** We are required by law to keep certain data (e.g., keeping financial records for HMRC, Gift Aid declarations).
4. **Legitimate Interests:** We use this basis for our **CCTV system**. We have a legitimate interest in protecting our property and ensuring the safety of our volunteers and visitors.

4. Where we get personal information from

- **Directly from you:** When you book a ticket, hire a room, sign up for our newsletter, or drop a coin in a donation bucket.
- **From our Booking Partners:** When you buy a ticket via TicketSource or book a room via LemonBooking.

5. How long we keep information

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for.

- **Ticket Sales & Financial Records:** 6 years (HMRC requirement).
- **CCTV Footage:** 30 days (Automatically overwritten unless required for evidence).
- **Marketing Data:** Until you unsubscribe.
- *For a detailed breakdown, please request our Data Retention Schedule.*

6. Who we share information with

We do not sell your data. However, we use trusted third-party software providers ("Data Processors") to help us run our charity, process payments, and manage the venue efficiently. We have agreements in place to ensure they protect your data.

Operations & Bookings

- **TicketSource:** We use TicketSource to manage our box office. When you buy a ticket, your data is processed by them to issue your booking.
- **LemonBooking:** We use LemonBooking to manage the hiring of our spaces. If you hire a venue, your contact and booking details are stored here.

Payments & Financial Transactions

- *Important: TCA does not store your credit or debit card numbers on our own systems.*
- **SumUp / SquareUp:** We use these providers for card payments taken in person (e.g., at The Foyer Bar).
- **GoCardless:** We use GoCardless for collecting payments via Direct Debit (e.g., for regular hire invoices).
- **Xero:** We use Xero for our charity accounting. Invoice records are stored here for tax and auditing purposes.

Fundraising

- **GiveAsYouLive:** We use this platform to process online donations.

Administration & Marketing

- **Mailerlite:** We use Mailerlite to manage our email marketing. If you opt-in to our newsletter, your name and email address are stored here.
- **Google Workspace:** We use Google as our internal office system. Emails you send to us are stored securely on Google's cloud servers.

Social Media Interactions

If you interact with us on social media (Facebook, Instagram, X, LinkedIn), the data you provide (comments, likes, messages) is subject to the Privacy Policy of that specific platform. We do not control how those platforms use your data. Please do not share sensitive personal information via public social media comments.

7. Your Data Rights

You have the right to:

- **Access:** Ask for a copy of the data we hold about you.
- **Rectification:** Ask us to correct wrong data.
- **Erasure:** Ask us to delete your data (the "right to be forgotten").
- **Withdraw Consent:** Unsubscribe from marketing at any time.

To exercise any of these rights, please contact: privacy@thearmstrong.co.uk

8. How to complain

If you are unhappy with how we have used your data, please contact us first so we can help. If you remain unhappy, you can complain to the ICO.

Information Commissioner's Office Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF Helpline number: 0303 123 1113 Website: <https://www.ico.org.uk/make-a-complaint>