



ST JOHN'S SMITH SQUARE

Privacy Policy

Updated 05.12.18

St John's Smith Square is a charity registered in England and Wales number 1045390 and is a company limited by guarantee registered in England and Wales number 3028678.

St John's Smith Square has responsibility for concerts, events and fundraising to deliver its charitable objectives. We consider that St John's Smith Square has a strong and legitimate interest to inform customers, friends and supporters of our activities to help sustain our work in future. We seek to communicate with our audiences whilst respecting personal privacy choices. Respecting the privacy and data of our customers, friends and supporters is of great importance to us.

St John's Smith Square works within the remit of the organisation's Data Protection Policy ([Available to download >>here](#)).

This Privacy Policy sets out how St John's Smith Square might collect and use your data and reminds you of your rights.

Protection Statement

The Data Controller is St John's Smith Square. Our registration number in the **Data Protection Register is Z3436620.**

St John's Smith Square needs to collect, store and process personal data in order to carry out its functions and charitable activities. St John's Smith Square is a registered Data Controller with the ICO (reference Z3436620).

St John's Smith Square is committed to only using the personal data it collects in accordance with the [Privacy and Electronic Communications Regulations 2003](#) and [the General Data Protection Regulation \(GDPR\)](#), and any replacement laws, guidance or codes of practice issued by the European Data Protection Board or the Information Commissioner's Office (ICO).

All staff and other authorised third parties, who have access to any personal data held by or on behalf of St John's Smith Square, must adhere to St John's Smith Square's Data Protection Policy and associated Codes of Practice.

Personal data in our database is held on the organisation's secure servers, with access restricted to authorised personnel and agencies only. Most information that we hold will have been obtained directly from you, and some from publicly available sources freely available online and in print.

What information do we collect?

Personal data held and processed by St John's Smith Square may include:

Contact and communications information, such as:



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- Your contact details
- Your communication preferences
- Records of communications and interactions we have had with you

Biographical information, such as:

- Your name, gender, and date of birth
- Your family and partner/spousal details
- Your professional activities and employment, including work contact details

Interests and preferences

- Your musical interests
- Social media posts (publicly available)

Financial information, such as:

- Details of financial transactions e.g. concert tickets purchased
- Your donation history (including gift amount), purpose, date, method of payment, cheque numbers or other payment references
- Your bank account number, name and sort code (used for processing Direct Debits)
- Tax status and Gift Aid declaration information

Please note that we do not collect or store any credit/debit card details in our database if you have used these in transactions with St John's Smith Square.

How St John's Smith Square uses the data

We aim to be clear when we collect your data and not to do anything you wouldn't reasonably expect.

This data collected is used to support a full range of activities for and in relation to our customers, friends and supporters.

These include:

- Providing you with information about our work and our activities. This might include sending you publications, e-newsletters or concert listings.
- Conducting visitor surveys, focus groups and other research (using [SmartSurvey](#) to gather data)
- Internal record keeping, including the management of any feedback or complaints
- Administrative purposes e.g. regarding a donation you have made or an event for which you have purchased tickets.
- Furthering our charitable objectives, including seeking help to raise money or by asking you to donate money to St John's Smith Square.
- Transfer to HM Revenue and Customs in respect of any Gift Aid claims



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- Profiling and research to gain a better understanding of our supporters, inform our fundraising strategy and target our communications more effectively and appropriately

We try to ensure that the ways in which we communicate with you, such as sending out publications, inviting you to events, or advising you about our fundraising priorities, do not conflict with your chosen communication channel preferences (for example, by post, telephone or electronic means).

Digital tools may be used to monitor the impact of our communications, such as using email tracking to record when an email we send to you has been opened or using Google Analytics and other analysis tools.

We will give you the opportunity to opt out, at any time, from any marketing or fundraising email communications and postal fundraising communications you receive from us.

Please note, that if you have opted out of receiving marketing or fundraising communications, we may still contact you for other reasons. For example we may email you to give you important information about the events for which you've booked or to contact you for research purposes in line with our charitable aims eg, audience surveys.

Like most websites, we receive and store certain details whenever you use St John's Smith Square's website. We use "cookies" to help us make our site – and the way you might use it – better.

Cookies mean that a website will remember you and enable online transactions. It also helps us understand how you use our website, where we can make improvements and how best to tell our audiences about events they might be interested in.

Third party organisations

We may share anonymised personal information with other organisations, particularly funders, who use this to analyse overall audience profile, ticket sales and self-generated funding.

If you interact with St John's Smith Square through a third party then we may obtain information about you from that third party, but only if you have given your explicit consent to that third party to share your information. You should check their Privacy Policy when you provide your information to understand fully how they will process your data. Third parties that collect data on behalf of St John's Smith Square's operations include Ticketsolve (Box Office), Get Studio (cookies, web based contact forms) online donation platforms (eg, BTMyDonate) Smart Survey (Audience Surveys), Worldpay and Global Payments (Card Payments), Eventbrite (Ticketing and special events)

Data will not be disclosed to external organisations other than those acting as agents for St John's Smith Square. Data sharing agreements are in place with those acting as agents to protect your information.

St John's Smith Square does not sell any of its data to third party organisations.



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Many of the events at St John's Smith Square are presented in partnership with other companies, artistic organisations and promoters. We will let them know about your booking and share your name and geographical location with them for research purposes, but they can't contact you unless you tell us **that you would like to receive updates from the artists and companies whose work you are seeing on stage**. You can opt in to receive contact from the artists and companies whose work you are seeing on stage as part of your online booking, at the Box Office or over the phone. We will not share sensitive information or your payment details.

If you would like us to stop sending your data to our partners, you can change your preferences in the ["My Account" \(www.sjss.org.uk/login\)](http://www.sjss.org.uk/login) section of our website. If we have already given your data to a partner, we can't remove you from their mailing list. To opt in or out of marketing or other communications from another company, please get in touch with them direct. They should always provide instructions for opting out in any marketing or other communications you receive. If you need help, please contact us by email on boxoffice@sjss.org.uk or call 020 7222 1061.

London Festival of Baroque Music

The London Festival of Baroque Music (Registered Charity Number 1160689) operates as an independent charity, governed by a separate Board of Trustees and managed by St John's Smith Square.

We sell tickets on behalf of the London Festival of Baroque Music, and we share our box office database with them. If you buy a ticket from sjss.org.uk to a Festival performance, your name, contact details and record of the tickets you have bought will be visible to them. The London Festival of Baroque Music will use your data for analysis and research purposes only and will not use this data for marketing purposes.

To opt-in to receive communications direct from the London Festival of Baroque Music, visit www.lfbm.org.uk

Social Media

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms. You may also see adverts from us on social media that are tailored to your interests.

Depending on your settings or the privacy policies of social media and messaging services like Facebook, LinkedIn or Twitter, you might give third parties (such as St John's Smith Square) permission to access information from those accounts or services.

Respecting donors and developing new relationships

To ensure that our communications are relevant to you and your interests and to assess your likely ability to make, and interest in supporting St John's Smith Square financially, we may use additional information such as your transaction history, geographical information and measures of affluence where available from external sources to assist us. This will be a combination of publicly-available



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information, for example drawn from company resources and news media, information you have provided us, such as past donations and career information. We may use publicly available data from social media sites like LinkedIn, Facebook and Twitter, depending on your privacy settings and/or interaction with us. This enables us to better understand you as our supporter and make appropriate requests for support. We may also carry out research using publicly available information to identify individuals who may have an affinity to our cause but with whom we are not already in touch.

As a fundraising organisation with a very small team, from time to time we engage specialist agencies such as Prospecting for Gold whose operations meet the regulatory requirements for GDPR who may gather information about you from publicly available sources, for example, Companies House, the Electoral Register, company websites, public 'rich lists', social networks such as LinkedIn, political and property registers and news archives through desk research and/or wealth screening. We also use publicly available sources to carry out due diligence on donors in line with our Gift Acceptance Policy and to meet money laundering regulations.

If you do not wish St John's Smith Square to undertake this activity, please email fundraising@sjss.org.uk.

Security

St John's Smith Square commits to holding your data securely, both in its digital systems and in appropriate staff access protocols, and treating it with sensitivity.

We maintain a customer relationship management (CRM) system to hold contact details and a record of your interactions with St John's Smith Square such as ticket purchases, donations, memberships, queries, complaints and attendance at events.

For more information about your personal data's security, you can request a copy of St John's Smith Square's Data Protection Policy by contacting boxoffice@sjss.org.uk.

Your rights

St John's Smith Square will maintain a database record for you for as long as you engage with St John's Smith Square's activities. If, after 6 years, your digital record on our database shows no activity (eg, you have not purchased tickets, or received e-newsletters), we will not retain this record. Please note that references to your transaction with us might remain within our archives eg, printed programmes, financial accounts.

If you advise us that you no longer wish to remain in touch, we will keep a record of that fact but not retain any information about you for which we no longer have any purpose.

You have a right to request copies of the data that we hold about you and to ask us to stop processing your personal data in certain ways (where it is not necessary for the purpose you provided it to us, such as informing you about an event you are attending or processing your donation).



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Please contact boxoffice@sjss.org.uk for any requests or related enquiries. We will however need to keep a sufficient record of name, address and your stated preference to ensure that your data is not further used for such processing.

We may amend this Privacy Policy from time to time. Any significant changes to this Policy or to the way we treat your data will be communicated via website or by contacting you directly through the most appropriate means.

Contact us

Email boxoffice@sjss.org.uk

Post: Data Protection, St John's Smith Square, London, SW1P 3HA

Telephone: 020 7222 1061

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