

SHOWROOM WORKSTATION PRIVACY NOTICE:

For Showroom Members, MY Showroom & CINE 26. Updated 1 May, 2017

At Showroom Workstation we take your privacy very seriously and will only use your personal information to administrate your account, keep you up to date with our film programme and events and to provide you with personalised recommendations by email.

You are free to unsubscribe from receiving email communications at any time.

Why we collect your data?

We currently ask for your name so that we know how to talk to you. It also makes it easier for us to look up your account, should you ever need us to.

Your date of birth, the gender that you identify as, and your postcode allow us to learn more about who our customers are. Our mission is for our audience to be as diverse as the people who call Sheffield and the surrounding region their home, so we like to be able to monitor this to see how we are doing.

By providing your date of birth we know when your birthday is, so we can send you a free ticket every year. If you are aged 26 or under, you will be able to access our discounted CINE 26 tickets.

The password that you set when you create your account is encrypted so nobody else will be able to access it.

What we do with your data

All the personal data we hold is processed by our staff based at the Showroom Cinema who have received training in Data Protection.

If you create a membership or loyalty account online, your data will pass through our web servers, but will not be stored on them. If you provide your details on a paper form, these are stored securely until they have been processed. Once they have been processed, they are destroyed.

Your loyalty or membership account data, which includes the data you provided when you joined, and any data that we have collected when you have purchased tickets online or swiped your card, is stored in Vista Loyalty which is our Box Office and ticketing software (www.vista.co).

This data is processed by MOVIO (www.movio.co) which we use to build our emails and provide you with film and event recommendations. MOVIO will also collect data on how you engage with the emails which we send and process information on how you interact with our website when you are logged into your account. This generates lots of information which can help us understand if the information we are sending you is relevant and of interest to you, so we can improve the service we give.

We are proud to be supported by the BFI and the Europa Cinemas network and Sheffield City Council. This support allows us to show a more diverse range of films and support emerging film industry talent. As a condition of this support, we are required to provide Box Office Data and Equal Opportunities Data on the overall make-up of our audiences. This data is completely anonymised.

Please note; other than the organisations listed above, we will not share your data with any third party organisations.

How long we keep your data?

Your personal information that we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information. However, we like to make sure that the information which we hold on you is accurate and up to date and we realise that sometimes you might be too busy to update us, so from May 25, 2018 we will implement the following measures:

1. If you don't open any of our emails for one year, we will assume that you no longer wish to receive emails from us and so we will stop contacting you by email. If this happens, and you wish to resume receiving emails, just ask us, and we start sending them to you again.
2. If you don't visit us for two years, we will automatically remove your account and delete your contact details and personal data which could be used to identify you. This is to ensure that we do not continue to hold your data for any longer than we need to. We will send you an email before we do this to let you know.

You can choose to stop receiving email communications at any time, but keep your Membership, MY SHOWROOM or CINE 26 account. We will need to continue to log your transactional data so that we can reward you points every time you visit. If you would like us to delete all data that we hold on you, just ask us, and we will oblige. Please note if you choose to do this, any existing points balance will be lost.

What will happen if anything changes?

We have no plans to make any significant changes to the ways which we use your data and how we manage your loyalty or membership accounts. However, if we ever do make any major changes, we will contact you and ask for your consent to our new Data Privacy Notice.

What are your rights?

If at any point you believe the information we process on you is incorrect you can request to see this information and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact us to have the matter investigated by emailing marketing@showroomworkstation.org.uk or calling 0114 2796511

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioner's Office <https://ico.org.uk/>



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