



Future Yard CIC customer privacy notice

August 2025

This privacy notice sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

The rules on processing of personal data are set out in the General Data Protection Regulation (the “GDPR”).

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Who We Are

At Future Yard we collect some personal data to enable us to provide the best service to our audiences and visitors. We take data privacy and security extremely seriously and do everything we can to protect your personal data. In this Policy we outline when, how and why we collect your personal data, how it is used and the limited circumstances under which we may disclose it.

Contact details

Telephone - 0151 294 2344

Email - dpo@futureyard.org

Mailing Lists

When you sign up to the Future Yard newsletter or opt-in to receive marketing emails when purchasing a ticket, we collect personal information. We use that information for a couple of reasons; to share events, news and content you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use an industry standard third-party provider, MailChimp, to deliver our newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our newsletters. For more information, please see MailChimp's privacy notice. You can unsubscribe or update your preferences and contact information at any time by clicking the links at the bottom of any of our email newsletters.

Ticketing Data

When you purchase tickets from Future Yard or our official ticket outlets, your name, address, email, postcode and contact number will be stored in our database, Mailchimp, in addition to databases held by the ticket outlet themselves. Tickets purchased via the Future Yard website are processed by Eventim. Unless you choose to 'opt-in' to receive marketing materials these data will not be added to our marketing database. You will however still receive administrative correspondence relating to the event you have purchased tickets for – including notification of any cancellation or changes to the event.

You may purchase tickets in person from the venue box office, for face value, without supplying the aforementioned personal data. In this instance you may still be asked to provide optional contact information so we can get in touch in the event the show is cancelled, postponed or has to change venue.

What other information we collect, use, and why

We may use your personal data for the following purposes:

- To manage our employees;
- To maintain our own accounts and records;
- To inform individuals of news, events or activities;

- You may give us information about you by filling in forms on our site futureyard.org (our site) or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our site, sign up for our programmes, search for events, place an order, participate in discussion boards or other social media functions on our site, enter a competition, promotion or survey and when you report a problem with our site.

You are under no statutory or contractual requirement or obligation to provide us with your personal data. But failure to do so may make us unable to deliver our services.

We collect or use the following information to provide services and goods, including delivery of our programmes:

- Names and contact details
- Gender
- Pronoun preferences
- Addresses
- Date of birth
- Emergency contact details
- Next of kin details
- Photographs or video recordings
- Health information (including medical conditions, test results, allergies, medical requirements and medical history)
- Dietary information (including allergies and health conditions)
- Information about care needs (including disabilities, home conditions, dietary requirements and general care provisions)
- Information about support requirements
- Information about lifestyle, interests or personal history
- Records of meetings and decisions

- Information about income and financial needs for funding or personal budget support
- Payment details (including card or bank information for transfers and direct debits)
- Website user information (including user journeys and cookie tracking)

We collect or use the following information to receive donations or funding and organise fundraising activities:

- Names and contact details
- Addresses
- Payment or banking details
- Donation history
- Tax payer information (for Gift Aid purposes)
- Gifts in wills
- Visitors to our stores and website

We also collect or use the following special category information to receive donations or funding and organise fundraising activities. This information is subject to additional protection due to its sensitive nature and is anonymised:

- Racial or ethnic origin
- Sexual orientation information

We collect or use the following personal information for service updates or marketing purposes:

- Names and contact details
- Addresses
- Marketing preferences
- Recorded images, such as photos or videos
- Purchase history

- Donation history
- IP addresses
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following personal information for research or archiving purposes:

- Names and contact details
- Addresses
- Purchase history
- Donation history
- IP addresses
- Website and app user journey information
- Records of consent, where appropriate

We also collect or use the following special category information for research or archiving purposes. This information is subject to additional protection due to its sensitive nature:

- Racial or ethnic origin
- Sexual orientation information

We collect or use the following personal information to comply with legal requirements:

- Name
- Contact information
- Financial transaction information
- Health and safety information
- Safeguarding information
- Criminal offence data

We collect or use the following personal information for recruitment purposes:

- Contact details (e.g. name, address, telephone number or personal email address)
- Date of birth
- Employment history (e.g. job application, employment references or secondary employment)
- Education history (e.g. qualifications)
- Details of any criminal convictions (e.g. Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)

We collect or use the following personal information for dealing with queries, complaints or claims:

- Names and contact details
- Payment details
- Purchase or service history
- Video recordings of public areas
- Audio recordings of public areas
- Witness statements and contact details
- Relevant information from previous investigations
- Customer or client accounts and records
- Information relating to health and safety (including incident investigation details and reports and accident book records)
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- Your right to erasure - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- Your right to object to processing - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to provide services and goods, including delivery and third party referrals are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information to receive donations or funding and organise fundraising activities are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for service updates or marketing purposes are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:

- Sending current or former customers targeted emails marketing a new season, show or other ticketed event. We are processing customer data to enable us to sell tickets to the public in the service of our mission. If we were unable to effectively market tickets to individuals, our community would miss out on the life-changing experience of live theatre and we would be unable to create great art or provide arts education. Targeting our emails based on historical attendance by individuals, their location and other demographic information allows us to inform the public in the most relevant way to them and increases both attendance and revenue in service to the aims above. Targeted marketing emails are shown to be amongst the most time and cost-

effective means to reach our customers with relevant communications. We do not believe there is a better or less intrusive way to inform our customers of our activities to the same degree of relevance and usefulness as targeted email marketing. The individuals we are contacting have an existing relationship with us and will likely expect to remain in contact. All individuals were given the option of a soft opt-in to email at the time of purchase and an opt-out in every subsequent email sent to them. They are also able to easily access our Privacy Policy where further instructions for opting-out of this process is clearly stated. We have put processes in place to ensure email is not sent excessively. On balance, we believe that the individual will benefit from knowing more about our offering as they have expressed interest in the past. As they are being offered the opportunity to opt-out easily and consistently we expect that if they do not opt out they welcome the emails.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for research or archiving purposes are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information to comply with legal requirements are:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for recruitment purposes are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for dealing with queries, complaints or claims are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Where we get personal information from

- Directly from you
- Family members or carers
- Other health and care providers
- Social services
- Charities or voluntary sector organisations
- Schools, colleges, universities or other education organisations
- Councils and other public sector organisations
- Previous employers
- Ticketing platforms where customers have checked out a ticket for an event.

How long we keep information

We keep your personal data for no longer than reasonably necessary for a period of six months in order to provide our services; in case of any legal claims/complaints; for safeguarding purposes.

In the case of the Skills Bootcamps for the Workplace work we do, personal data will be kept for a period of six years from the end of the Skills Bootcamps for the Workplace, which is scheduled to be September 2026. This retention has been determined by the Limitation Act 1980.

Who we share information with

We may share anonymised personal information with selected other organisations, particularly Arts Council England and the Audience Agency, who use this to analyse cultural

engagement and arts audiences across the country as part of the Audience Finder programme.

Others we share personal information with

- Organisations we need to share information with for safeguarding reasons
- Legal bodies or authorities
- Local authorities or councils
- Relevant regulatory authorities
- Organisations we're legally obliged to share personal information with
- Current employers

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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>

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25 August 2026

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