

# Privacy & Cookies Policy

Prague Fringe Festival Privacy Policy – updated June 2020

We take your privacy seriously and we are committed to holding your personal information in the safest regard. Please read our Privacy Policy to learn about how we collect, store and use information about you when you interact with us, in any manner, via our website and/or our services.

## **SCOPE OF PRIVACY POLICY**

This Privacy Policy covers our treatment of information that we gather when you are accessing or using our websites or services or when you contact us in any manner. We gather various types of information, including information that identifies you as an individual (“Personal Information”) as explained in more detail below.

## **INFORMATION COLLECTION AND USE**

### **Website Cookies**

This site uses cookies – small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, and provide anonymised tracking data to third-party applications like Google Analytics. As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the Help section of your browser.

### **Google Analytics**

When you use this site, a third-party application called Google Analytics is used to collect standard internet log information and details of visitor behaviour patterns. We use Google Analytics to find out things such as the number of visitors to various pages on the site. This information is only processed in a way that does not identify any individual person. We do not make, and do not allow Google to make, any attempt to find out the identities of the people visiting this website.

### **MyFringe**

The MyFringe section of the website uses Facebook, Google and Twitter

applications for log in access. Those third parties provide the following personal details: 'Username', 'First name' and 'Last name'. These details are stored securely so users can log in to and modify MyFringe at their discretion.

### **Mailing Lists**

When you sign up to our mailing list, we collect personal information that you provide us with via our online forms, namely; Your Full Name and Your Email Address.

We collect this information to;

- Tell you about our news and activities that you want to hear about
- Contact you if we need to obtain or provide you with additional information
- Check our records are correct
- Remarket via third party applications such as Facebook

We do not rent or trade your name or email address with any other organisations or businesses.

We use a third-party provider, MailChimp, to deliver our electronic newsletter and to store your details. We gather statistics of email opening and clicks using industry standard technologies to help us monitor and improve our communications. For more information about your details being shared with, stored and used via MailChimp, please see MailChimp's Privacy Policy. You can unsubscribe to our electronic newsletter at any time by clicking the unsubscribe link at the bottom of any of our mailings.

### **Ticketing Data**

When you purchase a ticket/s via our website our third-party Box Office system GoOut collects personal information that you provide them with such as Your Full Name, Email Address and Contact Telephone Number.

We do not collect debit/credit card details, PayPal information or any other financial details used to purchase tickets or book onto a workshop.

We do not rent or trade your personal information with other organisations and businesses.

For more information about your details being stored and used via GoOut, please see their Privacy Policy.

### **ANONYMISED DATA SHARING**

We share anonymised data statistics with other organisations for purposes of reporting to funders (e.g. Avast Foundation, Hlavni Mesto Praha), working in partnership with other organisations and for our own evaluation reports. This data is used to analyse our audience development programmes, ticket sales and self-generated funding to understand the impact of the public investment made to Prague Fringe s.r.o.

## **ACCESS TO YOUR PERSONAL INFORMATION**

You are entitled to contact Prague Fringe s.r.o to request;

- A copy of your personal information
- Amendments to be made to your personal information
- For your personal information to be deleted for our systems

You can email your request to our named data protection controller Alena Kopecna at [office@fringe.cz](mailto:office@fringe.cz).

## **CHANGES TO THIS PRIVACY NOTICE**

We are constantly trying to improve our website and services, so we may need to change this Privacy Policy from time to time. We will alert you to material changes by, for example, placing a notice on our website and/or by sending you an email when we are required to do so by applicable law. You can see when this Privacy Policy was last updated by checking the date at the top of this page. You are responsible for periodically reviewing this Privacy Policy.

## **QUESTIONS & CONTACT INFORMATION**

If you have any questions or concerns regarding our cookie or privacy policies, please send a detailed message to [office@fringe.cz](mailto:office@fringe.cz)

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