

Privacy Notice – Marketing

The Royal Central School of Speech and Drama is committed to protecting and respecting your privacy.

This policy explains when and why we collect personal information about individuals for marketing purposes, how we use it, the conditions under which we may disclose it to others, and how we keep it secure.

If you have any questions regarding this policy, or the School's privacy practices in general, please [contact Central's Data Protection Officer](#) by email, or by writing to them at The Royal Central School of Speech and Drama, 62-64 Eton Avenue, London NW3 3HY.

Who we are

The Royal Central School of Speech and Drama (or Central) is a small and specialist higher education institution that stands at the forefront of training and research in the theatre and performance arts. On our website you can [find out more about Central](#), including its range of undergraduate and postgraduate programmes. [Company and exempt charity information](#) about Central can also be found there.

How we collect information from you

We obtain information about you for marketing purposes when you:

- complete an online form requesting more information about one of our degree or short courses;
- make a booking to attend an open day or tour;
- enroll on a short course or business course;
- provide contact details on short course evaluation forms;
- subscribe to our box office mailing list.

We also purchase business and consumer mailing lists from third parties for the direct marketing of our business courses, and school mailing lists for the distribution of prospectuses and other degree programme-related marketing materials.

What personal data we hold

The personal data we collect includes:

- Your name;
- Your address (physical and email);
- Your telephone number;
- Your country of residence;
- Your school or organization (where applicable);
- Your programme of interest (where applicable);
- Your year of entry (where applicable).

If you purchase a ticket for an event like a public production or open day, this is managed by our third party payment processors, who specialise in the secure online capture and processing of personal information and credit/debit card transactions, as explained below.

How we use your information and how long we keep it for

Central aims to communicate with you about aspects of its work that you will find relevant and interesting. To do this, we use information that we have stored about you, such as events or courses that you have previously attended or enrolled on in the past, as well as any preferences you might have told us about.

We use our legitimate organisational interest as the legal basis for communications by post and email. In the case of postal mailings, you may object to receiving these at any time using the contact details below (refer to 'Updating your information and withdrawing consent'). In the case of email, we will give you an opportunity to opt out of receiving them in every email we send to you, or you can alternatively use the contact details below.

We review our retention periods for personal information on an annual basis. We will hold your personal information on our systems for as long as it is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us. Read our [Data Protection and Records Retention Policy](#) for more detailed information.

Who has access to your information

The information that we hold about you will be shared with colleagues within Central where it is necessary for them to undertake their duties with regard to marketing.

We will not sell or rent your information to third parties.

We will not share your information with third parties for their marketing purposes.

Third Party Product Providers we work in association with: When you are purchasing a ticket, for example for a production or audition, your payment is processed by a third party payment processor (currently Eventbrite), which specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

Your rights

Updating your information and withdrawing consent

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, or if you wish to opt out of receiving communications from us, please email us.

Degree programmes, open days and tours	Student Recruitment Marketing Office	openevents@cssd.ac.uk
Short courses	Short Courses Office	short.courses@cssd.ac.uk
Box Office	Reception	box.office@cssd.ac.uk

Accessing your information

You have the right to ask for a copy of the information Central holds about you, known as a Subject Access Request. You can find out [how to request this data](#).

Erasing your information

You can [ask us to erase the personal information](#) that we hold about you, where possible per the [Data Protection and Records Retention Policy](#). Please email us for more information.

How we keep your personal data safe

When you give us personal information, we take steps to ensure that it's treated securely. When your data is used by Central, its purpose, access and processing is managed by a data governance policy. Your personal data is stored in a secure electronic file and any hard copies are destroyed by confidential shredding processes.

Transferring your information outside of Europe

If you use our services while you are outside the European Union ("EU"), your information may be transferred outside the EU in order to provide you with those services.

Changes to this policy

We keep this policy under regular review. This policy was last updated on 1st June 2018.

Complaints or queries

We take any complaints we receive about the use and security of your personal information very seriously. If you think that our collection or use of your information is unfair, misleading or inappropriate please [contact Central's Data Protection Officer by email](#) or write to them at The Royal Central School of Speech and Drama, 62-64 Eton Avenue, London NW3 3HY.

We would also welcome your suggestions for improving our procedures.