

GDPR Policy

Purpose of Policy

This website has been created and coordinated by Wexford Festival Opera to promote and inform you about our festival. We are committed to protecting your personal information and being transparent about what information we hold about you.

Any data that you share with us through Wexfordopera.com or our online ticketing partner Spektrix will be processed and stored in compliance with the EU General Data Protection Regulations, as enacted in the Data Protection Bill 2018.

This website may include links to other external sites. Wexford Festival Opera is not responsible for the content or quality of any material contained on these sites and links should not be taken as an endorsement. We would advise you to check the privacy policy of any website that you may have concerns about.

The purpose of this policy is to give you a clear explanation about how we collect and use the information we collect from you directly and from third parties. We use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains:

- What information we may collect about you
- How we may use that information
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it for and your rights to be able to access it

If you have any queries about this policy, please contact us:



Email boxoffice@wexfordopera.com

Write to us at: Data Protection, Wexford Festival Opera, The National Opera House, High Street, Wexford, Y35 FEP3, Ireland.

Who we are

Wexford Festival Opera is a charity and funded by the Arts Council, Ireland's Ancient East and Wexford County Council as well as various sponsors and supporters. The company is registered in Ireland (No. 73941). Our registered charity number is CHY6132.

Information Collection

We collect various types of information and in a number of ways:

- To process transactions - the express purpose of delivering the purchased tickets, products or services requested, contacting you as necessary about your order. We will also store a record of your purchases and donations.
- Information about your interactions with us. When you visit our website, we collect information about how you interact with our content and ads.
- To personalize your experience - your information helps us to better respond to your individual needs.
- To administer a contest, promotion or survey.
- To send marketing emails – provided you give us your consent, the email address you provide us may be used to send you information and updates. When we send you a mailing we store a record of this, and in the case of emails we keep a record of which ones you have opened and which links you have clicked on.

Legal Basis



There are three bases under which we may process your data:

Contract purposes

When you make a purchase from us or make a donation to us, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example we may need to contact you by email or telephone in the case of cancellation of a show, or in the case of problems with your payment.

Legitimate business interests

In certain situations we collect and process your personal for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way.

With your explicit consent

For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Marketing Communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what events you have booked for in the past, as well as any preferences you may 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 in this policy. In the case of email, we will give you an opportunity to opt out of receiving them during your first purchase with us. If you do not opt out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact details at the end of this policy.



How do we protect your information?

Wexford Festival Opera takes the security of your data very seriously and aim to be open and transparent about how your data is collected and used. We employ appropriate physical and technical security measures, conduct staff training and generate organisation-wide awareness, and regular reviews of these responsibilities.

We maintain two main databases where your information is stored. Next to each of these main databases are the platform that we use to process and store the information:

- Customer data: Processed and hosted by **Spektrix Ticketing System** and **Dotmailer Email System**
- Form entries, applications and surveys: **ShortStack** and **Survey Monkey**

Each of these platforms have been carefully selected to provide these services to Wexford Festival Opera based on their suitability for our needs as well as their demonstrated commitment to the security and safety of our data. All of these databases are hosted offsite, not on servers on our premises. Only authorised, trained staff have access to these databases.

Using these platforms means that the data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us for the provision of support services. We have Data Processing Agreements in place with these third-party platforms and a Data Protection Impact assessment has been done on each of them to ensure that they are each in line with 2018 GDPR legislation.

What information do we ask you for?

We collect personal information from you when you place an order, become a member, subscribe to our newsletter, fill out a form or survey, or apply for an



employment opportunity. If you contact us, we may store your name, address and e-mail address in order to respond to your enquiry or request.

We also use cookies on this website to gather technical information to help us deliver content in the best way for your device, monitor the way that the website is used and how effective and relevant our communications are. Cookies are explained in more detail below.

How do we collect & process your information?

Orders

All purchases (tickets and merchandise) made online, by phone or in person, are processed via Wexfordopera.com and through a secure and subdomain of Spektrix, our online ticketing partner.

When you make a booking, you will be asked for your name, email address, billing address and phone number. Our legal basis for collecting this information is that of 'Contractual Necessity', because we ask for this data in order to process transactions and fulfil your order or request – including keeping you updated about the event and any changes or cancellations.

Any credit card payments made online, over the phone or in person are securely processed via Elavon. Your details are input using portals provided by, processed and retained by these third-parties purely for the purpose of completing that transaction. Credit card details are not stored or accessible to Wexford Festival Opera once processed.

Membership

When you sign up for one of our membership schemes, we will ask you for your details so that we can deliver your benefits and ensure that our communications are relevant to your interests. Just like orders, this information is collected on the legal



basis of 'Contractual Necessity'. These details will be processed and using secure forms provided and processed by Spektrix.

Email Newsletter

We use Dotmailer to create and send our email newsletters, to keep you in touch with our news and information about upcoming events. Our legal basis for collecting and processing your information for this purpose is that of 'Consent'. This means that we will only ever send you this newsletter if you have actively consented to us doing so in the following ways:

When you make an order, you will be given the opportunity to sign-up for our email newsletters. You will actively need to give consent to be added to this list by ticking a box online or by verbal assent if you are speaking with one of our staff members.

You can also sign up for this list without making any purchase using the 'Join Our Newsletter'.

You have the right to withdraw your consent. You can unsubscribe from this list at any time by using the unsubscribe link at the bottom of every email.

Post

When you make an order, you will be given the opportunity to sign-up for updates by post. You will actively need to give consent to be added to this list by ticking a box online or by verbal assent if you are speaking with one of our staff members.

Forms, Competitions or Surveys

When you fill out a form or survey or enter a competition, you will be asked to fill out an online form (using our secure third-party ShortStack or Survey Monkey) or email your entry directly to us. We may ask you for personal information to enable us to process your entry or any prizes. This personal information will only be used in conjunction with the specific purpose you supplied them for, and will not be retained once this purpose is completed. As we are only processing your information due to



your active submission of the entry or survey, our legal basis for collecting the information is that of 'Consent'. There may be the option on an entry form to sign up for our email newsletter – consent for the emails is NOT a condition of entry into the competition.

Employment Opportunities

If you apply for any employment opportunities, you will be supplying us with personal information via email or using our secure online application forms. This information will only be used to process your application, and will not be retained beyond any time limits required by law or laid out in our Data Protection Policy. Our legal basis for collecting and processing your information for this purpose is that of 'Contractual Necessity' as you are submitting the information for the express aim/purpose of entering into a contract with Wexford Festival Opera.

Cookie Policy

To make this site work properly, we sometimes place small data files called cookies on your device. Most big websites do this too.

What are cookies?

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

How do we use cookies?

Session Cookie



This session cookie allows us to know you are the same person when you move from one page to the next, for both users who are logged in and also for some users who have not logged-in.

Greeting

When you log-in, we store a greeting (usually your name) so that you know you are logged in as the right person when you continue to browse around the website or continue onwards to purchase tickets or items from our shop.

Ticket Expiration

When you add tickets or products to your basket, we set a cookie on your machine to ensure that we are able to correctly let you know when your basket will expire and your tickets will stop being reserved for you.

Basket Status

When you add tickets to your basket, we set a cookie that logs that you have items in your basket and helps us to display the correct basket status to you when you then continue to browse around the website.

Membership Status

When you log-in, this cookie stores information that helps to show the correct page for your membership in periods of high demand. It expires when you close your web browser.

Third-Party Cookies

As well as the advertising conversion tracking and targeting pixels outlined above, where we are essentially the data controller, we also host various third-party tools and services on the website to enhance your experience, help you share information or enable us to optimise online advertising campaigns. These tools include social like or share buttons and embedded secure forms for sign-ups or competitions. They



also include services to enable us to embed our media into the website – eg to embed video, we use tools from YouTube, Facebook or Vimeo or to share audio recordings we may use services such as SoundCloud or Spotify.

These tools or services often include cookies from these third-parties. Wexford Festival Opera is not the Data controller for the information gathered via these cookies, and has no access to the information. You can find out more about the third-parties cookie policies and how to opt-out of their processing activity via the links below.

Google Analytics

We use Google Analytics to determine how popular parts of our website are, to determine if you have been to the website before, and to securely and anonymously record the value of any purchases you make on our website. Google analytics sets cookies which will stay active for a number of years and identify on your computer that you have visited our website.

These cookies can be identified by their prefix of __u.... You can opt out of being tracked by Google Analytics across all websites you visit by installing a browser plugin at <http://tools.google.com/dlpage/gaoptout?hl=en>.

If you just want to find out more information about Google's privacy policy then please click here:

<http://www.google.com/intl/en/analytics/privacyoverview.html>.

Remarketing to advertise across websites

Google (and other similar third parties) will show ads across websites that our users are visiting.

If you want to opt out of our remarketing campaigns you can visit Google's Ads Settings page - <http://www.google.com/settings/ads>.



How to control cookies

You can control and/or delete cookies as you wish – for details, see aboutcookies.org. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

If you have any queries about this policy, please contact us:

Email boxoffice@wexfordopera.com

Write to us at: Data Protection, Wexford Festival Opera, The National Opera House, High Street, Wexford, Y35 FEP3, Ireland.