

Cinegi Arts&Film – Audience personal data privacy

This document provides details of how the data you have supplied as an audience member will be used in this project. It covers the research use only. If you have also opted in to be contacted for marketing purposes then you should request further information directly from the event organiser that you provided your details to.

Why are we collecting personal information from you?

We are collecting your information for **research purposes only**. Your email address will be used to contact you to invite you to take part in our anonymous research survey. Postcodes will be used to understand more about where people live and their likely characteristics.

You will **not be contacted for any purpose other than research** unless you have also opted in to marketing communications.

Who will have access to the data?

Cinegi Arts&Film provides the screening service to promoters. Cinegi Arts&Film have commissioned research to understand the impact of screenings nationally as part of an Arts Council England-funded project. Two organisations will have access to your personal data:

1. **The promoter** who organised the screening will have this data via a ticketing system or from face to face collection.
2. **The Audience Agency** (charity supplying research to cultural organisations) will be carrying out the research and analysis and will have access to the personal data you supply.

How will you ensure my privacy?

1. **The promoter** who organised the screening will send your details to The Audience Agency and then delete/ destroy their original copies.
2. **The Audience Agency** adheres to a strict transfer, analysis, storage and deletion policy. Further details are provided below.

The Audience Agency data policy

Project purpose – To evaluate the impact of Cinegi Arts&Film screenings.

Data collected – Name, email addresses, postcodes, primary research feedback.

Limitations of analysis:

- Data will only be used for the purpose outlined above.
- Data will be used for research purposes only.
- Personal data will not be shared with any other organisation.
- Outputs from this project will not be or published in a format that identifies individual transaction or customer level details.

Data protection and security:

The Audience Agency comply with their obligations under the Data Protection Act 1998, and the Privacy and Electronic Communications Regulations (2003). All data is stored on EU-based servers. The Audience Agency is registered with the Information Commissioner's Office with registration ZA009719.

We ensure that raw data is:

- Sent/ received securely (e.g. through mailbigfile password protected and encrypted).
- Securely stored.
- Fairly and lawfully processed with relevant permissions.
- Processed for limited purposes.
- Not kept longer than necessary.
- Processed in accordance with the individual's rights.
- Not transferred to countries outside the European Economic area unless the country to which the data is to be transferred has adequate protection for the individuals.
- Deleted at the end of the project using specialist software (see further detail below).

Deletion of data:

TAA shall delete all copies of the personal data at the conclusion of the project. Additional raw and anonymised data will also be deleted at the conclusion of the project unless agreed otherwise with Cinegi Arts&Film. Data is deleted using file shredding software.

Finding out more

If you have any further questions about this project or how we use your data, please contact The Audience Agency on research@theaudienceagency.org Alternatively you can call us on 0207 407 4625.