

The following information applies to Tamworth Tourist Information Centre

Data Controller:

Tamworth Borough Council
Marmion House
Lichfield Street
Tamworth
Staffordshire
B79 7BZ

Data Protection Officer:

Nicola Hesketh
Tamworth Borough Council
Marmion House
Lichfield Street
Tamworth
Staffordshire
B79 7BZ

Email: data-protection@tamworth.gov.uk

Retention:

Records are kept in accordance with the Council's disposal schedule and we will not keep your information for longer than necessary. Our Retention Schedule can be found at:

<https://www.tamworth.gov.uk/sites/default/files/privacy/Retention-Schedule.pdf>

Rights: You have certain rights under UK Data Protection law including:

- The right to be informed
- The right of access to your personal data
- The right of rectification (to have any inaccuracies corrected)
- The right of erasure (to have your records deleted)
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

All rights may not be available to you in all circumstances. Further information about your rights is available on our website at: <http://www.tamworth.gov.uk/privacy-notice> or the ICO

Website at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

Information Collected

Name
Address
Date of Birth
Gender
Contact Information
Payment information
Tickets you have booked

“Special” category Information Collected

Health
Equality information

Purpose Collected

We collect this information to process your ticket sale or purchase and provide you with tickets you have booked or respond to information you have asked for.

We will use it to contact you if there are any important changes to your booking (cancellation/change of date or time) and to keep a record of your relationship with us

Occasionally, with your consent, we will use your information to undertake customer research to help us understand how we can improve our services or information, tell you about changes in our services or new services, events, offers, and analyse your personal information to create a profile of your interests and preferences so that we can contact you with information most relevant to you.

Legal Purpose

We will only use your personal information when the law allows us to. Most commonly we will use your personal information under **Contract** for ticket purchases and general purchases.

We will only process your information for customer research, marketing and profiling with your **Consent**. You can remove your consent at any time by contacting Tamworth Borough Council.

Third Parties we might share information with

We will share your personal information with third parties where required by law or where it is necessary to administer your ticket or donation. Examples of the organisations we may need to share information with are below, this list is not exhaustive:

Tamworth Borough Council Customer Services
Tamworth Borough Council Finance Department
Tamworth Borough Council Arts and Events

We may share personal information with other organisations, particularly Audience Finder who use this to analyse ticket sales for national and regional research into patterns of Arts attendance in England. This assists with reporting to funders and strategic planning, helping us to make better business decisions. Your personal data is never used by them to contact you, nor passed or sold on to any other agencies or companies, and we have agreements in place to ensure this.

We sell tickets on behalf of tourist attractions and companies. These companies may require a list of customers who have booked tickets for their administrative purposes.

Third-Parties Service Providers – Which third parties process my personal information?

Third-Party Service Providers are companies who process your information on Tamworth Borough Council's behalf.

The following third-parties process personal information about you for the following purposes:

Spektrix – The Council's IT provider Spektrix may have to access the Box Office system on occasions where there is a fault

Haven – The Council's IT provider Haven may have to access the system on occasions where there is a fault

How secure is my information with third-party service providers?

All our third-party service providers are required to take appropriate security measures to protect your personal information in line with the GDPR regulations. Our third-party service providers are not permitted to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

Your personal data is processed (including storage) within the European Economic Area only.

More information

Tamworth Borough Council's Privacy Notice can be found at:
<http://www.tamworth.gov.uk/privacy-notice> or a hard copy provided upon request.

If you have a concern about the way that we are collecting or using your personal data, we ask that you contact us in the first instance. Alternatively, you can [contact the Information Commissioner's Office](#).

This Privacy Notice may change from time to time and will be subject to annual review. The last known update/review date can be located at the top of the page.

By regularly reviewing this page you will ensure that you are always aware of what information we collect, how we use it and under what circumstances, if any, we share it with others.