



Royal Conservatoire  
*of* Scotland

# Privacy Notice:

## AUDIENCE AND VISITORS

Version 2.2, March 2025

## RCS PRIVACY NOTICE FOR AUDIENCE MEMBERS AND VISITORS

At the Royal Conservatoire of Scotland (RCS), your privacy is important to us. This privacy notice outlines the information we hold and how we use it to provide services to our audience members and visitors. It also explains how we look after your data, why we process your data and how your data is used, stored and protected. This privacy notice will also advise you how to access your data, make changes and stay informed.

### WHO WE ARE

The Royal Conservatoire of Scotland is a Higher Education Institution (HEI) and a performing arts venue located in Scotland. As a data controller, the RCS will process your personal data to provide you with RCS services and to undertake its responsibilities as a HEI in Scotland. Our Data Protection Officer can be contacted at [dataprotection@rcs.ac.uk](mailto:dataprotection@rcs.ac.uk)

### HOW WE LOOK AFTER YOUR DATA

We will comply with all relevant data protection legislation which means your personal data will be:

1. Processed lawfully, fairly and in a transparent manner
2. Collected for specific, explicit and legitimate purposes
3. Adequate, relevant and limited to what is necessary
4. Accurate and up to date
5. Kept in a form which could identify individuals for no longer than is necessary and securely deleted thereafter
6. Processed in a manner that ensures appropriate security of the personal data

### HOW WE COLLECT YOUR DATA

We collect personal information about you in order to create and maintain adequate records in relation to your interactions with the RCS. We will collect and process personal information directly from you, or from an authorised third party.

### HOW YOUR DATA IS USED

Your data is used by us for a number of interdependent purposes. Each of these purposes has a lawful basis for using your data and these are as follows:

Purpose 1: Tickets	
Description of processing	When booking a ticket(s) or asking for a ticket refund you will be asked to provide personal data to our Box office staff/software that will be used to provide you with the ticket(s)/refund through our secure ticket software. If you choose sign up to one of our ticket loyalty/reward schemes we may require additional personal data at point of sign up.
Lawful Basis	<b>Contract</b>

	Our Box Office/Audience department will process your personal data as part of the contract you have agreed to when buying a ticket with us or when you become a ticket loyalty/reward scheme member.
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## **Purpose 2: Student/Staff Tickets**

Description of processing	<p>The RCS will create an account on the RCS ticket software for each RCS student and staff member to allow them to purchase tickets following the same process as members of the public. For students, these accounts are created at the point of matriculation, and for staff, the account will be created typically within the first week of their employment.</p> <p>When students graduate, their accounts will be updated to reflect this Alumni status, and they will no longer qualify for complimentary tickets.</p> <p>When staff are no longer employed by RCS their account will be deleted as per our records retention policy.</p>
Lawful Basis	<p><b>Contract</b></p> <p>As part of the staff and student contract the RCS offers a complimentary ticket to our staff/students. We will process your personal data to create an account to allow you to book your free tickets as well as any other tickets you want to purchase.</p>

## **Purpose 3: Audience and Ticket Bookers Feedback**

Description of processing	<p>Annually, the Audience department completes an audience experience survey, asking that year's ticket bookers for their feedback using the email they gave at point of booking. Providing feedback via this survey is optional.</p> <p>On occasion, we may ask audience members for feedback in person when they leave a particular event.</p>
Lawful Basis	<p><b>Legitimate interest</b></p> <p>The RCS has a legitimate interest to ask ticket bookers and audience members for their feedback. Gathering feedback is essential to understanding the needs and wants of these individuals and providing future performances and events of interest.</p>

<b>Purpose 4: Audience Members and Visitors</b>	
Description of processing	<p>The RCS will use personal data to manage attendance at our events and performances; this includes ensuring adequate health, safety, and security measures are in place including CCTV, as well as providing optional access to RCS facilities and services, such as wi-fi.</p> <p>Audience members and visitors may choose, or may be asked, to provide information relating to additional support needs such as wheelchair use or if they are a BSL user. We will use this information to provide you with additional support as required.</p>
Lawful Basis	<p><b>Legal Obligation</b></p> <p>The RCS has a legal obligation to ensure all visitors to the RCS area safe.</p> <p><b>Vital Interest</b></p> <p>Where an audience member requires medical attention and is unable to provide their own personal data the RCS will provide necessary information to emergency services.</p>

<b>Purpose 5: Future Events and Ticket Information Via Phone and Post</b>	
Description of processing	<p>We may contact current and prospective audience members and visitors via the telephone or postal mail with RCS news, event information, RCS publications, and other communications that we think may be of interest to you.</p> <p>If you no longer want to receive marketing communications from us you can unsubscribe using the link in the e-flyer, or by emailing the Box Office department via <a href="mailto:boxoffice@rcs.ac.uk">boxoffice@rcs.ac.uk</a>, or by updating your preferences on our ticket software.</p>
Lawful Basis	<p><b>Legitimate interests</b></p> <p>The RCS has a legitimate interest to be able to communicate with its audience members and visitors by phone or through the post. This reflects the oftentimes long-term nature of the relationship between the institution and its audience members and visitors.</p> <p>We will not phone you if you are registered with the Telephone Preference Service (TPS).</p>

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<b>Purpose 6: Future Events and Ticket Information via E-mail</b>	
Description of processing	<p>We may send current and prospective audience members and visitors e-mails and e-flyers that typically include: welcome e-mails, what's on this month, membership about to expire, membership has expire, thank you for re-subscribing and pre-performance reminders.</p> <p>If you no longer want to receive marketing communications from us you can unsubscribe using the link in the e-flyer, or by emailing the Box Office department via <a href="mailto:boxoffice@rcs.ac.uk">boxoffice@rcs.ac.uk</a>, or by updating your preferences on our ticket software.</p>
Lawful Basis	<p><b>Legitimate interests</b></p> <p>The RCS has a legitimate interest to be able to communicate with its audience members and visitors by email. This reflects the oftentimes long-term nature of the relationship between the institution and its audience members and visitors.</p>

<b>Purpose 7: Newsletter Signup</b>	
Description of processing	Any individual may sign up to receive our Newsletter via the RCS website. You will be asked to provide name and email address.
Lawful Basis	<p><b>Contract</b></p> <p>By signing up to our newsletter you enter into a contract with the RCS. We will process your name and email address to send you the newsletter.</p>

<b>Purpose 8: Website Chat</b>	
Description of processing	Any individual may choose to contact the RCS via the Box Office website chat function. This is a private chat function that does not require any personal data, however to deal with your enquiry the Box Office staff may ask for your personal data e.g. name and email associated with existing ticket booking. Only when requested by the individual with the personal data be used for another purpose e.g. creation of account on the ticket software.
Lawful Basis	<b>Legitimate interests</b>

	The RCS has a legitimate interest in providing customer service to any individual who wants information from our Box Office team.
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## CO-ORDINATING OUR APPROACH

We want to be able to co-ordinate information about engagement with audience members and visitors across the organisation, as part of a targeted approach to our work. This co-ordination also reflects the interests of audience members and visitors, allowing us to reduce duplication and engage in a more meaningful way.

We use a relationship management database to help us:

- Co-ordinate our interactions and engagement with you
- Avoid sending you duplicate information from different sources
- Understand your communication preferences
- Keep your details up to date
- Build a better understanding of the priorities and preferences of individual audience members and visitors
- Tailor marketing and non-marketing communications and invitations we think will be of interest to you

We may for example record information about:

- Your interactions with departments or faculties of the RCS
- Performances and events you have registered to attend
- Donations you have made
- Changes to your contact details
- Ticket purchases

This co-ordination will allow the RCS to provide you with the most appropriate visitors experience, tailored to you and your areas of interest.

The RCS has a legitimate interest to ensure our work is done effectively across the organisation and to ensure that any contact with you is not duplicated.

## WHAT DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

1. Identity Data includes name, date of birth, nationality.
2. Contact Data includes phone number, postal address and email address.
3. Financial Data includes method of payments, donations and gift aid information.

4. Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.
5. Access Data including wheelchair access

### **SPECIAL CATEGORY DATA**

Within our data processing, we may also collect and process certain “special category” data that you provide us, such as:

- Information about your health, including any access or dietary requirements you may have. This is to allow us to ensure that you have the best experience possible in our buildings & venues. We process this special category data to meet our health and safety and other legal obligations.

If we collect special category data about you, we will have safeguards and justifications in place to allow us to process and store that data securely.

### **IF YOU DO NOT PROVIDE US WITH PERSONAL INFORMATION**

If you do not provide us with the personal information we ask for, we may not be able to perform all or part of the services we may offer to you (for example, allowing you to join the Company of Audience members and visitors, or sending you information about performances).

It is also important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes.

### **PROTECTING YOUR PERSONAL INFORMATION**

We have in place appropriate security measures to prevent your personal information from being accidentally lost, used, accessed, altered or disclosed in an unauthorised way. We limit access to your personal information to those employees and third parties who have a business need to access your data. This applies equally to paper and electronic records. We have in place procedures to deal with any security breaches and will notify you and the regulator of any suspected breaches where we are legally required to do so. Further information can be found in our [Data Protection Policy](#).

### **DATA SHARING WITH OTHER PARTNERS**

We may share your personal data with approved third parties. All our third party service providers are required to afford you the same level of personal information data security as the RCS. These third parties will only process your information at our instruction and that processing will be limited to the agreed specified purposes.

- Personal data will be shared with our external partners such as theatres and arts companies who are partnering with the RCS to create performances that you may be attending
- Personal data will be shared for a limited time with software partners when necessary to assist management of events

## HOW LONG WILL WE HOLD YOUR PERSONAL INFORMATION

We will only retain your personal information for as long as it is necessary to fulfil the purposes for which we collected it and to fulfil any legal, financial, accounting or reporting requirements. The RCS Record Retention Schedule can be found on the RCS website in our [Freedom of Information Publication Scheme](#)

## COOKIES

RCS uses cookies on our website(s) to track visitor interactions. We then use the information to compile reports and to help us improve our websites. This is statistical data about our users' browsing actions and patterns, and does not identify any individual. You can find our [Cookie Policy](#) online.

## CREDIT/DEBIT CARD INFORMATION

If you use a debit or credit card to purchase from us or make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS).

We optionally allow you to store your card details for future use. This is carried out in compliance with PCI-DSS in a way where none of our staff members are able to see or access your full card number. We never store your 3 or 4 digit security code.

## YOUR RIGHTS

You have a range of rights under data protection legislation. You have the right to:

- **Be informed:** about the collection and use of your data
- **Access:** your personal information (commonly known as a "subject access request")
- **Rectification:** if information we hold about you is wrong, please ask us to correct it
- **Restrict Processing:** you have the right to ask us to restrict or suppress the processing of your information

The following rights apply only in certain circumstances:

- **Object:** to our processing where we rely on a legitimate interest (or those of a third party) and you object
- **Erasure:** you can ask us to delete information about you
- **Data portability:** allows you to move, copy or transfer your data easily from one IT environment to another

Any visitor can exercise their rights as outlined above by contacting [dataprotection@rcs.ac.uk](mailto:dataprotection@rcs.ac.uk). You will receive a response from the RCS within 30 days.

## CONTACT US

Please get in touch with us if you have any questions about any aspect of this Privacy Notice, and in particular if you would like to exercise any of your rights as outlined above.

We can be contacted at:



**Data Protection Officer**

**Royal Conservatoire of Scotland,  
100 Renfrew Street, Glasgow, G2 3DB**

[dataprotection@rcs.ac.uk](mailto:dataprotection@rcs.ac.uk)

**COMPLAINTS**

If you are dissatisfied about our handling of your personal data you have the right to lodge a complaint with the Information Commissioner's Office:

**Information Commissioner's Office:**

**A:** Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

**E:** [casework@ico.org.uk](mailto:casework@ico.org.uk)

**W:** <https://ico.org.uk/make-a-complaint/>

**T:** 0303 123 1113