



CAMBRIDGE LITERARY FESTIVAL

PRIVACY POLICY

Purpose of this policy

Cambridge Literary Festival (CLF) is committed to protecting your personal information and being transparent about the information we hold about you.

We use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains how we collect and use the information we collect from you directly and from third parties, in particular

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Information about how we keep your personal information secure, how long we keep it for and your rights to be able to access it

If you have any queries about this policy, please contact the Data Protection Officer Cathy Moore at Cambridge Literary Festival, 7 Downing Place, Cambridge CB2 3EL or email: info@cambridgeliteraryfestival.com

Who we are

Cambridge Literary Festival is a registered charity and is funded by sales of tickets, individual donors, members and supporters, trusts and foundations. Our registered charity number in England and Wales is 1153944. We are also registered as a company in England and Wales under registration number 6599041.

We are registered as a data controller with the ICO.

Information collection

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

Information you give us

When you register on our website to receive regular information, join one of our member schemes or make a donation we will store the personal information you give us such as your name, email address, postal address and telephone number. We will also store a record of your memberships and donations.

Information about your interactions with us

When we send you a postal 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.

Information from third parties

We receive information about you from our Box Office, Cambridge Live Tickets, particularly concerning whether you want to receive information from us about future events. For example when you are booking tickets through our Box Office, you will be prompted to opt in to receive information about future events. Your preferences are shared with CLF to ensure that we know when and if to contact you. We also receive information on which events you have attended. This helps us in planning our programmes for the future

CLF has a data sharing agreement with Cambridge Live Tickets. We each require that the other party complies with data protection law and that the data is only used for the agreed purpose.

Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not usually collect this type of information about you unless there is a clear reason for doing so

Information processing

Legal basis

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

Contract purposes

When you join a member scheme or make a donation, 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 to let you know that your subscription has expired or in case of problems with your payment.



Legitimate business interests

In certain situations we collect and process your personal information 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. We describe below all situations where we may use this basis for processing.

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.

Legitimate interest and 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 at the end of this policy or the contact details provided in the mailing.

In the case of email, you will be given an opportunity to opt out of receiving them during your first purchase with the Box Office. 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 opt out by using the contact details at the end of this policy.

Legitimate interest and other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.

In order to improve our website we may analyse information about how you use it and the content that you interact with.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

Third parties

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

- If you join one of our member schemes we will share your personal information with our Box Office, [Cambridge Live Tickets](#) to ensure that you receive the benefits that you are entitled to.
- We will disclose your personal information as necessary to other service providers who process data on our behalf and on our instructions (such as the mailing house responsible for despatching programmes by post).

In these cases we require that these third parties comply strictly with our instructions and with data protection laws, for example around security of personal data.

- Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

Your debit and credit card information

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

Maintaining your personal information

We use a customer relationship management (CRM) system to store contact details and a record of your relationship with CLF. This will include memberships, contact preferences and consents, donations, queries, complaints and attendance at events. Where possible we aim to keep a single record for each individual. You can change aspects of your record if they are inaccurate, or if you would like to remove them or if you change your mind about how you want to be contacted. We will provide you with an option to unsubscribe or change your settings in every email that we send you, or you can use the contact details at the end of this policy.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

Security of your personal information

The CRM system is password-protected and can only be accessed by people who need it to do their job. We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same.

Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Requests should be made in writing to info@cambridgeliteraryfestival.com or by contacting the office by post. We will respond within 10 working days of receipt of the request.

While there is no initial charge for requests for personal information CLF has the right to request a reasonable fee to cover administration charges if a request is excessive or manifestly unfounded.

You have the right to have your personal information deleted from any system CLF is using to hold your data. This right applies when you withdraw your consent for the data to be kept or used, the data is no longer necessary for the purpose for which it has been stored or processed or the data has been processed unlawfully.

Contact details and further information

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

Please contact

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