

Example point of sale for both post AND email

Point of sale – website and Box Office script

*From time to time we will send you information by email or post about similar **events and ticket offers**, or to ask your opinion via occasional customer **surveys**. You will need to repeat this step each time you book to remain opted out, but you can unsubscribe at any time.*

We may also send you information about our charitable activities by post.

*If you would prefer NOT to receive these please **untick** the boxes below. See [here](#) for our privacy policy*



*I would like to receive information about events and ticket offers, and occasional surveys by **email***



*I would like to receive information about events and ticket offers, and about your charitable activities, by **post***

We had a question in relation to GDPR and customers purchasing tickets at the desk.

- We understood that we could no longer ask customers if they want to receive emails from us as they purchase tickets at the desk, and that we can only send marketing emails if they purchase tickets directly online and sign up or subscribe via the website. Is this correct?
- Can we ask customers at the desk as they purchase tickets, if they want to receive emails and or post from us to notify them of upcoming events?
- Do we need to document it on a signed form to enable this so we have documented their consent?

Our Data Promise

We promise:

- To provide **clear, honest and open** information about how we use personal data
- To give people the **choice** about how we use their data
- To use personal data **appropriately** and in a way that would be reasonably expected
- To only share personal data with other organisations where the person has given their **consent** for us to do so, or where we need to do so in order to fulfil our contract with them
- To be **accountable and responsible**: to take active steps to **protect** personal data from harm, and to have separate and **enhanced procedures** for the use of sensitive data (such as data relating to children or disability)
- To ensure our **staff** and **partners** (suppliers and artists) understand these principles and their responsibilities in delivering them

It's up to you

- We will send you information by email about our events and ticket offers and occasional customer surveys
- We will also send you information about our activities as an Arts Charity by post

Simply tell us when you book your tickets if you'd rather we didn't do that.

Format

- Data promise in holder on counter?
- Can use same wording in a pre-recorded telephone message before they get through



Draft Telephone script for recorded message

Here at (Theatre A) we're committed to treating your personal data respectfully and securely. We'll never sell or give your data to anyone else, and you can read our full privacy policy at xxxx.ie/privacy

We'll use your email and postal details to keep you informed about future events and ticket offers, and to occasionally let you know what we're doing as an Arts Charity, or to ask you for your opinions on how we can improve.

If you're happy with that, then that's fine, but if you'd rather we didn't keep you posted in that way, simply tell the booking assistant after you've booked your tickets, and they'll make sure we don't.

It's up to you. Thank you.

Draft script for operator (assuming recorded message has been played)

(after booking)

“Thanks so much for booking with us today. Did you hear the message about how we use your data, and are you happy with that?”

- If yes – keep boxes ticked
- If no – remove the ones they ask not to receive.