



UNIT 304,
ZELLIG BUILDING
GIBB ST, DIGBETH
BIRMINGHAM B9 4AU

Privacy Policy

Last updated July 2025

We know that how and why we collect and store data is important to all of our supporters, partners and participants. We take the utmost care to protect this data and want to make sure you know exactly where we keep it and what we use it for.

This policy will explain:

- Why we collect data
- What data we hold
- What we do with sensitive personal data
- How this data is stored
- Data sharing with third parties
- Cookie usage on our website
- How to change or delete the data we hold about you

Why we collect data

We collect data to:

- Process ticket sales and send tickets on to you
- Update you on events you have purchased tickets for
- Tell you about similar events and opportunities you've asked us to let you know about, or we think you might like
- Find out how we're doing and what you'd like us to change
- Let you know about changes that affect you, such as updates to our privacy policy
- Write reports for the partners and funders who help us produce our work

What data we hold

If you buy a ticket or sign up to one of our newsletters on our website, we collect and process the following information:

- Your first and last name
- Your email address



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- Your postal address

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for, including for legal, accounting, or reporting requirements.

What we do with sensitive personal data from surveys

On our surveys we ask people to answer an optional set of questions which can be sensitive, including age, gender, ethnicity, sexual orientation and information about your health.

We collect this data:

- To send to our funders, who are using this information to feed into the national picture of arts attenders
- To help us better understand who our audiences are

This data is completely anonymous and we will always keep it this way.

What we do with sensitive personal data from our ticketing platform Ticket Tailor

We collect email addresses in order to send out tickets and keep you updated with any important information about our events. We also use your postal address for our reporting for funders.

How we collect and store data

Any data we store is kept in two places:

- Ticket Tailor. This is the software we use for all ticketing that doesn't go through our website. The data stored here is used to process and send out any tickets you buy from us, as well as for marketing purposes if and when a user has opted in to receive marketing communications.
- Google Drive. This is the cloud based storage we use for all of our work, and we download and save ticket lists here on the day of an event as a precaution to make sure our events run as smoothly as possible and we can get audiences in quickly and easily. You can read the Google Privacy Policy [here](#).



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Other places your data is kept

We use Mailchimp to send you emails and Stripe to take payments for tickets and other things we sell on our website, you can read their Privacy Policies here:

[Mailchimp](#)

[Stripe](#)

We have appropriate security measures and procedures in place to protect your personal data from unauthorised access, disclosure, alteration and destruction.

Data sharing with third parties

Sometimes we need to share data with a third party, such as a venue we are holding an event at. We will only share this information when we have to and will do so securely, and will always ask you for your permission if the third party would like to contact you.

Children's personal data

We do not intentionally collect the personal data of children under 13 years old without ensuring we have consent from the parent or guardian, for example on photography permission forms.

Cookie usage on our website

Cookies are small pieces of text sent by your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognise you and make your next visit easier and the Service more useful to you.

We use cookies on our website to help you navigate efficiently and perform certain functions. You will find detailed information about all cookies under each consent category below.

The cookies that are categorized as "Necessary" are stored on your browser as they are essential for enabling the basic functionalities of the site.

We also use third-party cookies that help us analyze how you use this website, store your preferences, and provide the content and advertisements that are relevant to you. These cookies will only be stored in your browser with your prior consent.

You can choose to enable or disable some or all of these cookies but disabling some of them may affect your browsing experience.



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Necessary (Always Active)

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Performance

Performance cookies are used to understand and analyze the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Advertisement

Advertisement cookies are used to provide visitors with customized advertisements based on the pages you visited previously and to analyze the effectiveness of the ad campaigns.

Uncategorized

Other uncategorized cookies are those that are being analyzed and have not been classified into a category as yet.

How to change or delete the data we have about you

If you decide that you would like us to change or delete the data we have, you just need to email us to:

1. Find out what data we have collected on you
2. Ask for this to be changed or deleted

We will get back to you within 5 working days to let you know that we've seen your email and are getting the ball rolling. We will then make any changes or delete any data you ask us to within 30 working days.



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How to contact us

If you want to know a bit more about this policy or anything else, you can get us on email at info@flatpackfestival.org.uk, or over the phone on 0121 771 1509.