

Privacy Policy

Effective Date: July 2026

Last Updated: July 2026

At **Arches Lane Theatre** (“we”, “us”, “our”), we are committed to protecting your privacy and handling your personal data in an open, transparent, and secure manner in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Policy explains how we collect, use, store, and share your personal information when you visit our website, book tickets, or contact us.

1. Who We Are (Data Controller)

Arches Lane Theatre is managed and operated by **Kibo Productions Ltd** (*Company Reg. No. 08417437*).

For the purposes of data protection law, Kibo Productions (operating Arches Lane Theatre) is the data controller for the personal information we collect about you.

- **Venue Address:** Circus West Village, Battersea Power Station, London, SW11 8AL
- **Contact Email:** info@archeslanetheatre.com

2. The Information We Collect About You

We may collect and process the following personal information:

- **Contact Information:** Name, email address, telephone number, and postal address.
- **Booking & Transaction Details:** Details of tickets purchased, show dates, seating preferences, and transaction history. (*Note: Payment card details are processed securely by our third-party payment providers and are never stored directly by us*).
- **Communications:** Copies of correspondence if you contact us via email, web form, or social media.
- **Access & Health Information:** Information regarding accessibility requirements, wheelchair space bookings, or touch tour requests that you voluntarily disclose to us to help us accommodate your visit.
- **Technical Data:** IP addresses, browser types, and usage data collected via cookies when you browse our website.

3. How We Use Your Personal Data and Legal Bases

We will only use your personal data when the law allows us to. Most commonly, we use your data under the following legal bases:

A. Contract Performance

To fulfil ticket orders, send booking confirmations, communicate important pre-show information (such as venue access or timing changes), and deliver the services you purchased.

B. Legitimate Interests ("Soft Opt-in" Marketing)

Under UK PECR regulations, if you have previously purchased tickets for a show with us, we may send you occasional email updates about similar upcoming shows and exclusive returning-audience offers (such as our family shows).

- You have the right to **opt out** of these communications at any time by clicking the "Unsubscribe" link at the bottom of any marketing email or by emailing us at info@archeslanetheatre.com.

C. Consent

Where you have explicitly opted in to receive our general newsletter or marketing updates without having previously purchased a ticket. You can withdraw your consent at any time.

D. Explicit Consent (Special Category Data)

If you provide us with health or accessibility information (e.g., requesting wheelchair spaces or touch tours), we process this data solely to provide necessary arrangements for your visit with your explicit consent.

4. How We Share Your Information

We do not sell, rent, or trade your personal data to third parties. We may share your information with trusted third-party service providers who help us run our venue operations:

- **Ticketing & Platform Providers:** Systems that host our box office booking engine and website.
- **Payment Processors:** Secure merchant services to process payment transactions.
- **Email & Communication Tools:** Services used to send booking confirmations and promotional updates.
- **Visiting Theatre Companies:** On occasion, aggregated/anonymised audience statistics may be shared with co-producers or visiting companies for reporting purposes. We will never share your personal contact details with third-party theatre companies without your explicit consent.

5. Data Retention

We keep your personal information only for as long as necessary to fulfill the purposes for which it was collected, including satisfying any legal, accounting, or reporting requirements.

- **Booking Records:** Retained for up to 6 years following a transaction for accounting and legal purposes.
- **Marketing Data:** Retained until you opt out or unsubscribe, or after 3 years of complete inactivity.
- **Accessibility Requests:** Deleted promptly after the relevant performance date unless you request us to keep it on record for future bookings.
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6. Security of Your Information

We take appropriate technical and organisational measures to ensure your personal data is protected against unauthorised access, alteration, disclosure, or destruction.

7. Your Legal Rights

Under the UK GDPR, you have the following rights regarding your personal data:

- **Right of Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete data.
- **Right to Erasure ("Right to be Forgotten"):** Request deletion of your data where there is no good reason for us to continue processing it.
- **Right to Object:** Object to processing based on legitimate interests or direct marketing.
- **Right to Withdraw Consent:** Withdraw marketing consent at any time.
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To exercise any of these rights, please contact us at info@archeslanetheatre.com.

If you feel your data has not been handled correctly, you also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)** at www.ico.org.uk.

8. Cookies

Our website uses cookies to improve your browsing experience and ensure the ticketing platform works properly. For more details on the cookies we use, please refer to our Cookie Notice on our website.

9. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal data, please contact:

Leo Bacica, Executive Director

Arches Lane Theatre

Circus West Village, Battersea Power Station, London, SW11 8AL

Email: info@archeslanetheatre.com