

CULTURE24 PRIVACY POLICY FOR THE DIRECT DATA ENTRY SYSTEM

GENERAL

This Privacy Policy sets out how Culture24 (“us”, with “we” being interpreted accordingly) uses, processes and protects any personal information that we collect from your authorised representative as part of the process of registration with the DDE System or that you register with us as part of your Data Resources. Please read the following carefully to understand our views and practices regarding personal information and how we will treat it. This Privacy Policy relates to the use by you, a Venue, and your authorised representative of the DDE System and should be read in conjunction with the Terms and Conditions of Use for the DDE System. Expressions used in this Privacy Policy have the same meaning as when used in the Terms and Conditions of Use for the DDE System.

For the purposes of the Data Protection Act 1998 the data controller is Culture24. We are committed to ensuring that all personal information is protected. When we ask your authorised representative to provide certain information by which she or he can be identified when registering or logging in to access and use the DDE System, or when we receive, store, distribute or otherwise process personal information as part of your Data Resources you can be assured that such personal information will only be used in accordance with this Privacy Policy.

We may change this Privacy Policy from time to time by updating this page. You should check this page from time to time to ensure that you and any data subject to whose personal information this Privacy Policy applies are fully aware of these changes.

WHAT WE COLLECT

We collect and process the following personal information:-

- Personal information that your authorised representative provides when registering or logging in to use the DDE System including, but not limited to:

Name, telephone number, email address and postal address (if different from those of the venue you represent)

- Personal information forming part of your Data Resources you register in the DDE System

WHAT WE DO WITH THE INFORMATION WE COLLECT

We collect personal information from your authorised representative when registering or logging in to the DDE System for the following reasons:-

- Internal record keeping.
- Maintaining the security of the DDE System.
- To alert you (using the email address of your authorised representative) about new features or other developments in the DDE System which we think you may find interesting
- To contact you (using the e-mail address or other contact information of your authorised representative) for market research purposes. We may contact you by email, phone, fax or mail.
- To notify (using the e-mail address or other contact information of your authorised representative) you of changes to our service.
- To improve our products and services

Under the Terms and Conditions of Use you authorise us to use or to allow our Customers to use any personal information forming part of your Data Resources as registered in the DDE System for the purposes stated therein. We may also provide our Customers and other third parties with aggregate information about Data Resources registered in the DDE System.

SECURITY

We are committed to ensuring that all personal information is secure and have put in place physical, electronic and managerial procedures to try to safeguard and secure the information we collect. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site. Any transmission is at your own risk.

Owing to the global nature of the internet infrastructure, the information you provide may be transferred in transit to countries outside the European Economic Area that do not have similar protections in place regarding personal information and its use as set out in this Privacy Policy. However, we have taken the steps outlined above to try to improve the

security of all personal information we control and process. By submitting personal information you and your authorised representative consent to these transfers.

THIRD PARTIES AND DISCLOSURE OF INFORMATION

Personal information collected by us from your authorised representative during your registration as a user of the DDE System and subsequent logging in and use of the DDE System will not be shared or made available in any way to any third party except to:

- those third parties that we are under a duty to disclose to or share your personal data with in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements;
- or to protect the rights, property, or safety of Culture24 and its officers and employees

In respect of personal information which is submitted to us as part of your Data Resources we are required to share such information with other authorised users of the DDE System and our Customers. Where this personal information is used by our Customers in their websites, publications, services and media the data subject should be required accept a separate privacy policy relating to the use by that Customer of the personal We do not accept any responsibility or liability for the policies of any third parties.

HOW WE USE COOKIES

A cookie is a small file which may be placed on a computer's hard drive. We may use cookies to support your authorised representative's use of the DDE System on a session by session basis. We also use traffic log cookies to identify which areas within the DDE System are being used. This helps us analyse data about traffic and improve the DDE System in order to tailor it to user needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

When registering or logging on to the DDE System your authorised representative can choose to accept or decline cookies. Most web browsers automatically accept cookies, but can be set to decline cookies if preferred.

Controlling personal information

Your authorised representative may request details of personal information which we hold about her or him under the Data Protection Act 1998. A small fee of up to £10.00 may be

payable. If you or your authorised representative would like a copy of the information held on her or him or have any queries or comments please email us at [insert email address

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.