

External privacy policy

we are hoopla limited

we are hoopla limited (**"hoopla", "we", "us", "our"**) is committed to keeping any information we hold about you secure, safe and confidential and in accordance with our legal responsibilities under data protection and privacy laws. Any information that you share with us will be processed in accordance with the terms of this privacy policy (**"Privacy Policy"**), applicable data protection laws and if we are required to do so by law.

1. Privacy commitment

The wearehoopla.com website is owned and operated by we are hoopla limited, a private limited company registered in England and Wales under company number 13838932, our registered office is Reedham house, 31 King Street West, Manchester, Greater Manchester, England, M3 2PJ

We are committed to safeguarding your privacy online and to this end have developed the following Privacy Policy to deal with issues which may concern you. Please read the Privacy Policy to understand how we collect and use your Personal Information (as defined in paragraph 2.3 below) and what rights you have in relation to accessing or changing your Personal Information. This Privacy Policy may change from time to time and any updates will be communicated to you in advance.

2. Personal Information

we are hoopla collects, uses, holds and/or transfer different types of data on people who have come in to contact with the company via one or more of the following ways:

- Used our website www.wearehoopla.com
- Donated to the company.
- Attended an invitation only event.
- Donation prospects that we have been introduced to.
- Worked at venues.
- Contracted or engaged to deliver services on our behalf or provide products to us.
- Interacted with us on social media.
- Personal data for Board members past and present.
- Personal data for PAYE and freelance artists/staff/contractors.
- Applied for jobs/contracts with us.

The Information we hold about you may include:

- Information you provide us in an online or paper form (for example, your name and contact details, postcode, age, feedback about our work).
- Communications with us (for example, using the contact form on our website, by email, or notes of phone calls).
- Information about your purchases, event attendance and interactions with our communications – including the information available through the services we use to do this.
- Information you send to us by email, via the contact form on our website or otherwise (e.g. your CV, information about your work).
- Your publicly available social media activity or analytics on you provided by social media platforms e.g. Twitter handle, posts and location.
- Information about you that you have provided a venue where we perform which you have agreed for them to pass on to us securely.

The details which you provide about yourself and any information which identifies you such as your name, address, email address, telephone number, country of residence and credit and debit card details (“**Personal Information**”) will only be retained by us if you provide this information when using one of the services available on our website, such as subscribing to one of our email lists. If you opt into marketing communications, your information may also be used to enable us and third party websites to display relevant and targeted advertisements, based on previous behaviour, purchases, or any other relevant information.

Your Personal Information may be shared with a third party if we have your prior consent to do so, as noted above, or we are using a third party to send targeted advertisements, using information about you such as an email address or site cookies provided you have opted in to receiving marketing communications and supplied us with your email address.

3. How we use your information

3.1 We collect and hold information about you so that we can:

- Manage our organisation effectively and continually improve what we do.
- Manage and develop our relationship with you as someone who may want

to collaborate with us.

- Inform future programming of events including better understanding of specific locations and tailoring work to specific audiences.
- Provide users with customer support by dealing with enquiries or complaints about the website and share your information with our website developer and IT support provider as necessary to provide the required support.
- Process any job applications you submit to us.
- Carry out aggregated and anonymised research about general engagement with our website, on the basis of our legitimate interest in providing the right kinds of products and services to our website users.

We will use your Personal Information for the purposes listed above on the basis of:

- Performance of your contract with us and the provision of our services.
- Your consent (where we request it).
- Where we need to comply with a legal or regulatory obligation.

Where we use your Personal Information for our legitimate interests, we make sure that we take into account any potential impact that such use may have on you. Our legitimate interests do not automatically override yours and we will not use your information if we believe your interests should override ours, unless we have other grounds to do so (such as your consent or a legal obligation).

Although we sometimes will tell you about work from others, we won't pass information we hold about you to them – unless you explicitly give us your permission.

Any feedback you give us we may use in public communications. But we won't do so in such a way that people would know it was from you – unless we get your permission.

3.2 Use of anonymised data

The information about you we use to demonstrate the impact and reach of our work to funders is anonymised.

We use a third party provider, Google Analytics, to collect standard internet

log information and details of visitor behaviour patterns, for example, what you look at or access, traffic data, location data, weblogs and other communication data, information about your computer, including – where your browser provides this – your IP address, operating system and browser type. This information is anonymised, and we will make no attempt to find out the identities of those visiting our website.

We also analyse data from our social media platforms in order to improve our performance and engagement on these platforms.

4. Who we might share your Personal Information with

In connection with the purposes and on the lawful grounds set out in paragraph 3 above and in addition to the recipients of your Personal Information as described above, we will share your Personal Information, when relevant, with third parties such as:

- Our Service providers who we work with to delivery our business, who are acting as processors and provide us with website development and hosting services, marketing and advertising surveys, social media services and recruitment services, including Google and Mailchimp.
- Marketing parties that you consent to our sharing your information with for marketing purposes.
- Prospective sellers and buyers of our business in the event that we decide to sell or buy any business or assets.
- Other third parties (including legal and other advisors, regulatory authorities, courts, law enforcement agencies and government agencies) where necessary to enable us to enforce our legal rights, or to protect the rights, property or safety of our employees, to assist in anti-fraud checks and investigations or where such disclosure may be permitted or required by law.

We require third parties to maintain appropriate security to protection your Personal Information from unauthorised access or processing.

5. Web Logs

Every time someone visits our website a log file is generated on our computer. The log file records the time and date of your visit, the files that

were requested, your IP (Internet Protocol) address, the referrer URL (if provided) and the browser version. We collect this information to help us diagnose problems and administer our systems and to audit the geographical make-up of users and how they have arrived at our site; that is, from what other sites have visitors arrived – this information being obtained from the referrer URL.

We do not normally link IP addresses to anything personally identifiable, which means that you remain anonymous even though we include your IP address in our aggregate information. However, we can and will attempt to use IP addresses to identify a user when we feel it is necessary to enforce compliance with our terms and conditions, or to protect our services and other users.

6. Cookies

Cookies are small pieces of information that are stored by your browser on your device. They make it possible for us to track visitor statistics, such as returning visitors. The cookies we place on your device may fall into the following categories:

Session cookies: These allow our website to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards.

Persistent cookies: These are stored on your device in between browser sessions. They allow your preferences or actions across the website to be remembered. These will remain on your device until they expire, or you delete them from your cache.

Strictly necessary cookies: These cookies are essential for you to be able to navigate the website and use its features. Without these cookies, the services you have asked for could not be provided.

Performance cookies: These cookies collect information about how you use our website, e.g. which pages you go to most often. These cookies do not collect personally identifiable information about you. All information collected by these cookies is aggregated and anonymous and is only used to improve how the website works.

Functionality cookies: These cookies allow the website to remember the choices you make (such as your username, language, last action and search preferences) and provide enhanced, more personal features. The information collected by these cookies is anonymous and cannot track your browsing activity on other websites.

If you do not wish for cookies to be installed on your device, you can change the settings on your browser or device to reject cookies. For more information about how to reject cookies using your internet browser settings please consult the “Help” section of your internet browser (or alternatively visit <http://www.aboutcookies.org>). Please note that, if you do set your Internet browser to reject cookies, you may not be able to access all of the functions of the website.

Our website uses the following non-essential cookies:

- Google Analytics cookies

These cookies are used to collect information about how visitors use our site. The cookies collect information in an anonymous form, so we don't know who is using our site. We use the information on how people use our website to compile reports and to help us improve the site.

You can go to <http://www.google.com/analytics/learn/privacy.html> to find out more about Google Analytics cookies and how to opt-out of them.

- Cookies used by Instagram and Facebook.

These cookies provide information on visitors to Twitter and Facebook, check whether users are logged in to either platform and sets application cookies for Instagram and Facebook.

- Our website also uses advertising cookies and we offer the option to opt out of these to prevent them being set on your computer.

Our website may contain content and links to other sites that are operated by third parties that may also operate cookies. Please note that we do not control these third party sites or cookies and this Privacy Policy does not apply to them. Please consult the terms and conditions and Privacy Policy of the relevant third party site to find out how that site collects and uses your

information and to establish whether and for what purpose they use cookies.

7. How we protect Information/Storage and Retention

We take every precaution to protect your information. To this end all Personal Information stored by us is kept on servers in a secure environment. As agreed by you for marketing purposes, only employees and approved contractors/developers we may appoint from time to time, and who need the information to perform a specific job, are granted access to personally identifiable information.

Regular security reviews are held by us to ensure that the site remains safe and secure for your protection.

We will retain your information for as long as is necessary to provide you with the services that you have requested from us, or for as long as we reasonably require to retain the information for our lawful business purposes, such as for the purposes of exercising our legal rights or where we are permitted to do so.

8. Your rights to the Personal Information we hold about you

You have certain rights in respect of the Personal Information that we hold about you, including to:

- Be informed of the ways in which we use your Personal Information.
- Ask us not to process your Personal Information for marketing purposes.
- Request access to the Personal Information we hold about you.
- Correct or rectify any Personal Information that we hold about you which is out of date or incorrect.
- Withdraw consent for our use of your Personal Information in reliance of your consent, where we have requested it.
- Object to our using your Personal Information on the basis of our legitimate interests or those of a third party.
- Receive a copy of any Personal Information we hold about you,
- Ask us (in certain circumstances) to cease processing or erase Personal Information we hold about you.
- Lodge a complaint about us to the UK ICO (<https://ico.org.uk>).

If you would like to exercise any of the above rights you can do so by e-mailing Jessica@wearehopla.com or George@wearehoopla.com We may need to request specific information from you to help us confirm your identity.

We may also contact you to ask you for further information in relation to your request to speed up our response.

Please note that we may from time to time ask you for further information in order to update our records or for particular purposes. We will always tell you how we will use any further information received from you. From time to time we may also need to send you important non-marketing communications relation to our website and service announcement updates.

9. Transferring your data into the United Kingdom

We are located in the United Kingdom (UK) and host our data in the UK. If you transfer your personal data to us as set out in this Privacy Policy, you acknowledge that you are transferring your data into the UK.

10. Surveys and Promotions

From time to time we conduct surveys and promotions and may request information from you as part of these. Participation in these is entirely voluntary and you therefore have a choice whether to disclose any information which might be required. We may also ask you whether you would like to receive promotional emails and mailings from us about our other products or services. Again, you are under no obligation to accept such information.

11. Users Under 18

If you are under 18, please ensure that you obtain your parent/guardian's consent beforehand whenever you provide Personal Information to the website. Users without such consent are not allowed to provide us with Personal Information.

12. Contact

This privacy policy does not provide exhaustive detail of all aspects of we are hoopla LTD and the use of Personal Information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to George@wearehoopla.com or Jessica@wearehopla.com