

# Privacy Policy for Kitchener-Waterloo Little Theatre

*Approved during 2003-2004 Production Season by the Board of Directors. The Board of Directors will review this policy annually.*

## **Our Privacy Policy**

Kitchener-Waterloo Little Theatre is committed to respecting the personal information of all the theatre's patrons, members, donors, volunteers, staff, board of directors, web-users and other stakeholders. Kitchener-Waterloo Little Theatre does not sell, trade or give out its membership mailing lists.

During the course of our various programs, services and projects, KWLT frequently gathers and uses personal information. Anyone from whom we collect such information should expect that it will be carefully protected and that any use of or other dealing with this information is subject to consent. In order to protect the privacy of our patrons, members and supporters, the theatre has created the following Privacy Policy.

## **Defining Personal Information**

Personal information is any information that can be used to distinguish, identify or contact a specific individual. This information can include an individual's opinions or beliefs, as well as facts about, or related to, the individual. Exceptions: business contact information and certain publicly available information, such as names, addresses and telephone numbers as published in telephone directories, are not considered personal information.

## **Collection, Storage and Disposal of Information**

1. The theatre collects personal information (such as address or ticket history) only from ticket-buyers, members, donors and others who have actively shown or are likely to show an interest in the organization.
  - a. Information gathered from Auditions is handed in to the board and destroyed after the completion of the show run.
  - b. Information gathered for Front of House purposes is limited to collection of names, phone numbers and/or email addresses, depending on how the tickets are ordered. At the end of each show run all Front of House information is destroyed. Centre in the Square collects information when selling tickets on our behalf, however, only names are passed on to KWLT. This information is destroyed along with all other Front of House information.
  - c. All personal information, including medical, gathered from cast and crew members will be destroyed at the end of the show run.
  - d. All information gathered for Membership purposes will be kept in hardcopy only for the year in which the membership is current and then destroyed. This information will be kept in soft copy on only one computer for a maximum of five years before it is erased. This computer will be password protected and only members of the Board of Directors will have access to it. A list of Members names only is provided to Centre in the Square to ensure that all members receive appropriate discounts on their tickets.
  - e. CCRA requires that an address be listed on all tax receipts. For this reason, KWLT collects personal information from donors. This information will be kept only for accounting purposes and will be destroyed along with all accounting information after seven years
2. Individuals will be informed about the purposes for which their information will be used.
3. Information gathered for any reason is kept in confidence. Only authorized KWLT personnel have access to this information. Safeguards are in place to ensure that the information is not disclosed or shared more widely than is necessary to achieve the purpose for which it was gathered.
4. Composite tallies of website page views, search terms, and other traffic information useful for improving the design and content of our site. This composite information does not identify individual website users.

## **Use of Information**

The theatre uses personal information to better serve our patrons and to expand our community. Primarily, this includes:

- mailings (by mail or electronic) and phone calls to provide information about tickets, memberships and donations
- mailings (by mail or electronic) and phone calls to thank supporters and issue tax receipts
- mailings (by mail or electronic) and phone calls to invite members and supporters to regular and special events, such as board meetings or annual general meetings
- mailings (by mail or electronic) to announce auditions, shows, and events or to gather volunteers for similar reasons.
- mailings (by mail or electronic) of the regular newsletter "Lights Up!".

The theatre is committed to using personal information in a respectful and useful way. Patrons, members and supporters will receive information that we believe will be in their interest. The theatre will also commit itself to making sure patrons, members and donors do not receive more than a reasonable number of letters or phone calls.

If individual requests that their personal information not be used for one of these purposes as noted above, or for any other purpose, that request will be honoured. The individual's account will be updated accordingly.

**Disclosure of Information**

The theatre never discloses the personal information of subscribers or donors to any third party, unless a contract exists between us and the third party (for example Centre in the Square). The theatre does not sell, trade, or rent personal information to other organizations or individuals.

**Contact Information**

Questions or comments regarding this policy, or the administration of privacy legislation at the theatre may be directed to:

Name of Privacy Officer at the Theatre

Address

Phone Number

Email