

OUR PRIVACY COMMITMENT TO YOU

We know there's lots of information here, but we really want you to be aware of your rights and how **Sonia Friedman Productions Limited** will use your information.

This website, (www.allabouteveplay.com/) is controlled by **Sonia Friedman Productions Limited** and provides information about the play All About Eve.

Sonia Friedman Productions Limited is the data controller (the company that is responsible for your privacy).

This Privacy Policy explains how we will use personal information that you provide to us or we collect from you. It also explains the ways in which we will protect your personal information and sets out your rights in respect of our processing of your personal information.

We hope you find this Privacy Policy helpful, but if you have any further questions please get in touch with us at mypersonaldata@soniafriedman.com or by post to: Marketing Department, Sonia Friedman Productions, 5th Floor, 65 Chandos Place, WC2N 4HG.

Note that you are required to be at least 18 years old to use our website and services, and we do not intentionally collect personal information from anyone under 18. No-one under 18 should attempt to submit any personal information to us.

Please also read our [Website Terms of Use](#) and [Cookies Policy](#) which govern your use of our website.

1. WHO WE ARE AND WHAT WE DO

"SFP" and "**Sonia Friedman Productions**" (and "**we**", "**our**", "**ours**" and "**us**") refers to "**Sonia Friedman Productions**", a leading West End and Broadway production company responsible for some of the most successful theatre productions in London and New York, registered in England and Wales with registration number 4302464 and whose registered office is at Alexander House, Church Path, Woking, Surrey GU21 6EJ.

2. HOW WE USE YOUR PERSONAL INFORMATION

What information will you collect from me?

When you use our website or other services, we may collect and use your information in several different ways. The main reasons are:

- Because you have consented – in certain situations, we collect and process your personal information with your consent;
- For our legitimate business interests, namely to analyse the use of our websites and services to continually improve your customer experience and our business, keeping you informed about our productions via direct marketing communications and related profiling to help us offer you relevant products and services, including deciding whether or not to offer you certain products and/or services.

How and when we collect your personal information

Generally, we collect your information when you decide to interact with us. This could be when you sign up to receive emails from us or agree to our cookie policy when using our website. We also look at how customers use our website, so that we can offer the best possible experience.

We collect information in a number of ways, which are listed below:

- When you contact us by any means with queries, complaints etc;
- When you engage with us on social media;
- When you enter any event, prize draws or competitions run by us.

When you visit our website. We may use cookies to help make the experience of using our website better and to personalise the service you receive from us – this means we will remember your previous visits and track the pages on our website that you visit. For more information please see our Cookie Policy.

The tables set out below go into more detail about what we do with your personal information, and why we do it.

Information you submit to us

We will collect personal information that you submit to us when you make use of our website or services and/or you contact us.

Your name and contact details

How we use your name and contact details	Why?
When you register to receive emails from us.	We need your name and email address to send you the requested emails.
To respond to your queries, and complaints.	To deliver you with the best possible customer service - handling the information you sent enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience.
Sending you information and marketing communications by email, telephone or post, about our products and services.	To keep you up to date and to deliver relevant marketing and advertising. We send this with your permission, or where we have a legitimate interest to do so. Of course, you are free to opt-out of hearing from us via these channels at any point. We may send you communications required by law or which are necessary to inform you about our changes to the services we provide you. For example, updates to this Privacy Policy. These service messages will not include any promotional content and do not require prior consent when sent by email or text message. If we do not use your personal data for these purposes, we would be unable to comply with our legal obligations.
Fraud prevention and detection	To prevent and detect fraud against either you or us If we discover any criminal activity or alleged criminal activity through our fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. The aim is to protect the individuals we interact with from criminal activities
Showing you adverts as you browse the web.	To deliver relevant marketing and advertising that matches your interests and preferences.
Finding out what you, and other customers, would like.	To deliver relevant marketing and advertising that matches your interests and preferences We have a legitimate interest to do so as this helps make our products or services more relevant to you.

Information about your date of birth

How we use your date of birth information	Why?
To ensure that for our Friends and Family mailing list we only send information about age relevant productions.	To prevent us inviting Friend and Family to inappropriate productions.

Technical Information we collect from you

We automatically collect certain limited information about your device and your visits to our websites which may be considered personal information. This information may include the type of data set out below.

Device data

The type of device or platform that you use to access our website, such as a computer or mobile device.

How we use your device data	Why?
To administer our websites and for our own troubleshooting, analysis, testing, research and statistical purposes	To allow us to create the best possible experience for you whilst using our website
To improve and optimise our websites and the way content is presented	To allow us to create the best possible experience for you whilst using our website
Protect our website	To prevent and detect fraud against either you or us If we discover any criminal activity or alleged criminal activity through our fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. The aim is to protect the individuals we interact with from criminal activities
To allow you to use interactive features of our website	To allow us to create the best possible experience for you whilst using our website

Location data

Your use of our websites and services may generate geographical data, e.g. the location or time zone of a device, or an IP address which we may collect.

How we use information from accounts you link to us	Why?
Postcode data is collected and stored	To improve our marketing communications to you
Protect our website and your online account	To prevent and detect fraud against either you or us If we discover any criminal activity or alleged criminal activity through our fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. The aim is to protect the individuals we interact with from criminal activities
Protect our website	To prevent and detect fraud against either you or us If we discover any criminal activity or alleged criminal activity through our fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. The aim is to protect the individuals we interact with from criminal activities
To administer our websites and for our own troubleshooting, analysis, testing, research and statistical purposes	To allow us to create the best possible experience for you whilst using our website

Log data about your visit

Information about your unique visit to our website, such as URLs, your internet service providers, the number and timing of clicks to and from our website, which events you view, page response times, download errors, length of visit to our website pages, page interaction data (e.g. scrolling, clicks and mouse-overs), email engagement rates and activities and methods to browse away from the page.

How we use log data about your visit	Why?
To administer our websites and for our own troubleshooting, analysis, testing, research and statistical purposes	To allow us to create the best possible experience for you whilst using our website
To improve and optimise our websites and the way content is presented	To allow us to create the best possible experience for you whilst using our website
To measure the effectiveness of advertising, and deliver relevant advertising which matches user interests and preferences	To allow us to create the best possible experience for you whilst using our website

Information we receive from other sources

Certain third parties may provide us with personal information about you. In each case, it is the third party's responsibility to ensure that it has obtained your consent to share your personal information with us. Where possible, we will ask a third party to confirm that it has the right to pass this information to us.

Third party services

You may give us permission to access your personal information in other third-party services, e.g. you may link your account to Facebook or Instagram, which allows us to access content on these platforms.

How we use third party services data	Why?
To improve and optimise our websites and the way content is presented	To allow us to create the best possible experience for you whilst using our website
To understand more about you	To allow us to create the best possible customer experience and offer our customers relevant products

Collation of personal information

We may collate different categories of information that we collect about you. Where this is the case, and where such collated data amounts to personal information, we will process this data in accordance with this Privacy Policy.

3. SHARING YOUR INFORMATION

We will never sell, exchange or otherwise distribute your personal information to third parties without your consent except to the extent required by applicable laws and regulations, or as set out in this Privacy Policy. However, we share your data with the following categories of companies as an essential part of being able to provide our services to you analytics and search engine providers that assist us in the improvement of our websites and the services we provide.

Exceptional circumstances

We may also disclose your personal information to third parties if:

- We undergo a change of control or any of our business or assets are sold or transferred (in which case we may disclose your personal information to the buyer to enable them to continue providing services to you);
- We are under a duty to disclose or share your information to comply with any legal obligation (for example, a court order); or
- We need to protect our rights, property, the safety of our website users/customers or to help prevent fraud or crime. This may include exchanging personal information with other companies and organisations for the purposes of fraud protection or with governmental and law enforcement authorities.

Anonymised data

We may anonymise personal information so that you can no longer be identified from such information.

4.YOUR INFORMATION AND DIRECT MARKETING

Where you have consented or where we have a legitimate interest, we will use your personal information to contact you via email with relevant information about SFP.

How to stop marketing messages from SFP

You can stop receiving marketing messages from us at any time. You can do this:

- By clicking on the 'unsubscribe' link in any marketing email; or
- By emailing us at mypersonaldata@soniafriedman.com.

Once you do this, we will update your profile to ensure that you don't receive any further marketing messages. However, please note that it might take a few days for our systems to be updated, so you might continue to receive messages from us whilst we process your request.

5. THIRD PARTY LINKS

Our websites and communications with you may provide links to the websites of third parties. Please remember that when you use a link to go from one of our websites to another website, or you request a service from a third party, this Privacy Policy no longer applies.

Your browsing and interaction on any other website, or your dealings with any other third-party service provider, are subject to that website's or third-party service provider's own rules and policies.

We do not monitor, control, or endorse the privacy practices of any third parties.

We encourage you to become familiar with the privacy practices of every website that you visit or third-party service provider that you deal with, and to contact them if you have any questions about their respective privacy policies and practices.

This privacy policy applies solely to personal information collected by us through our websites and does not apply to these third-party websites and third-party service providers.

6. HOW WE KEEP AND STORE YOUR PERSONAL INFORMATION

Retaining your personal information. We keep your personal information for as long as we require for the purposes for which it was collected (see above). Once the relevant purpose has been satisfied we will securely delete or anonymise your personal information unless we are required to retain a copy of such information under applicable law.

Where we store your personal information. All personal information that you provide is stored on our secure servers or those of our suppliers which may be situated outside of the European Economic Area ("EEA"). Your information may also be processed by staff operating outside the EEA who work for us or for one of our suppliers for the purposes set out in this Privacy Policy. Where we transfer personal information outside of the EEA we will ensure that adequate contractual safeguards are in place (e.g. the European Commission's standard data protection clauses or "model clauses"), to ensure the security of your personal information is maintained when it is processed by the third party.

7. HOW WE PROTECT YOUR PERSONAL INFORMATION

We are committed to keeping your personal information secure. We take appropriate technical and organisational measures to ensure the security of all personal information we hold (and endeavour to only work with third parties who provide equivalent protections) in accordance with industry best practices. However, please note that there are inherent security implications of disclosing personal information online for which we cannot be held responsible.

8. WHAT ARE YOUR RIGHTS OVER YOUR PERSONAL INFORMATION

You have rights in relation to the personal information we hold about you, and have the right to:

- A copy of your personal information which we hold about you;
- Request that we correct any personal information that is inaccurate or out of date;
- Withdraw your consent to processing at any time if we have relied on your consent to process your personal information;
- Request in certain circumstances that your personal information is removed from our systems where it is no longer necessary for us to hold your personal information;
- Request in certain circumstances that we transmit your personal information that we hold elsewhere (known as “**data portability**”);
- Object to us processing your personal information. In this instance, we will stop processing your personal information if we are relying on it for our own or someone else’s legitimate interests (except if we can demonstrate compelling legal grounds for the processing), processing it for direct marketing or processing it for research (unless such processing is necessary for the performance of a task carried out in the public interest);
- Restrict the processing of your personal information, if you contest the accuracy of the personal information that we hold about you. This means we must stop any processing activities until we have verified the accuracy of the personal information, or we no longer need your personal information; and
- Contact us directly and be given an explanation about any automated decision-making and profiling that produces a legal (or similarly significant) effect on you.

9. CHANGES TO HOW WE PROTECT YOUR PRIVACY

To ensure that you continue to be aware of how we use your personal information, we will update this privacy policy from time to time to reflect any changes to our use of your personal information. We may also make changes as required to comply with changes in applicable law or regulatory requirements.

If we make significant changes to this Privacy Policy, we will make that clear the next time you access our website or notify you by some other means of contact such as email, so that you are able to review the changes before you continue to use our website and/or services. However, we encourage you to review this privacy notice periodically to be informed of how SFP uses your personal information.

10. HOW WE USE COOKIES

We use cookies on our website. For more information on cookies, please see our [Cookie Policy](#) to find out more about the cookies we use and how to manage and delete cookies.

11. ANY QUESTIONS?

We hope this Privacy Policy is helpful in setting out the way we use your personal information, and your rights in respect of our processing of your personal information.

If you have any questions about this Privacy Policy, or you want to exercise your rights, please get in touch with us by:

- Sending an email to mypersonaldata@soniafriedman.com; or
- Writing to: Marketing Department, Sonia Friedman Productions, 5th Floor, 65 Chandos Place, WC2N 4HG.

In addition, if you:

- Wish to request a copy of your personal information, please email mypersonaldata@soniafriedman.com ; or

- Have a concern or wish to make a complaint about any aspect of our privacy practices, including the way we've handled your personal information, you can report it to the UK Information Commissioner's Office ("**ICO**"). You can find details about how to do this on the ICO website at <https://ico.org.uk/concerns/> or by calling their helpline on 0303 123 1113.

Thank you for visiting our website.