

SWTS Privacy Policy - Introduction

At the Sid Williams Theatre Society (**SWTS**), we are committed to providing our patrons & members with exceptional service. As providing this service involves the collection, use, and sharing of some personal information about our patrons & members; protecting their information is one of our highest priorities.

While we have always respected our patrons & members privacy and safeguarded their information; we have strengthened our commitment to protecting personal information as a result of British Columbia's Personal Information Protection Act (PIPA). PIPA, which came into effect on January 1, 2004, sets out the ground rules for how B.C. businesses and not-for-profit organizations may collect, use and disclose personal information.

Our Privacy Policy, in compliance with PIPA, outlines the principles and practices we will follow in protecting patron information. We want our Patrons to know why we require their information, how the confidentiality of this information is protected, and how Patrons can request a copy of their patron or member account.

This following Personal Information Protection Policy (SWTS Privacy Policy) applies to the SWTS and any presenters which we operate on behalf of. For future reference, the word '**presenter**' will be used when referring to a community organization, individual, business, sponsor, or out-of-town agency, performer or promoter using the theatre to present an event, or using the ticket centre to sell, print, or distribute tickets, wrist-bands or passes. The word '**Patron**' will be used when referring to individual customers (including SWTS members, audience members & ticket buyers) of the theatre and its renters, or of the ticket centre and its clientele.

Patron Information

Patron information is the information that we obtain in order to identify you as our patron and/or member of the SWTS. We will only collect information that is necessary in providing the following:

- To verify patron identity (ie: name & phone number)
- To deliver requested products and services (ie: mailing, patron preferences)
- To provide patrons with theatre and event/performance information (including by email)
- To ensure SWTS members receive the full benefits of their membership
- To notify tickets holders if an event changes (date or time) or is cancelled
- To comply with security regulations based on reducing fraud in credit card purchases
- To establish patron demographical reports for fundraising or marketing purposes
- To better serve the theatre's presenters and patrons
- To help us fulfill our mandate

Patrons may at any time decline to provide some or all of the information requested, or may request to have their patron records amended to remove information. We will diligently and promptly comply with all such requests. Patrons are advised that this may limit the services we are able to provide.

Using and Sharing Information

We will only use or share patron information to enable us to fulfill the purposes identified above, and at the time of collection. Information regarding this and other policies of the SWTS are available to all patrons in our “Patron Information and Policies” brochure in our lobby, and on our website. When we collect information on behalf of a presenter, we will share information regarding patrons attending that presenter’s event only. The presenter may only use the information only for purposes outlined in the SWTS Privacy Policy.

The SWTS does not sell patron information. The SWTS may however be required to provide information to outside parties in the following cases:

- when the collection, use or disclosure of information is allowed or required by law (eg: authorized by police, fire dept, government, legal document)
- In an emergency that threatens an individual’s life, health, or security

Ensuring Accuracy of Information

If a patron’s information appears to be inaccurate or incomplete, we will correct the information as required upon notification. Any other relevant information will be recorded in the patron’s file (ie. phone messages left, special seating requests, tickets not picked up, authorization for cc info to remain on file, etc).

Securing Information

We are committed to ensuring the security of our patrons’ information in order to protect it from unauthorized access, collection, use, disclosure, copying, modification, disposal or other similar risks.

We will employ security measures that are appropriate to the sensitivity of the information. These security measures include: locking of filing-cabinets containing hard-copies of patron lists or pre-printed tickets; password, encryption, and fire-wall protection of information that is electronically stored.

The SWTS staff receives training in relation to all of our policies and procedures for protecting patron information. In some cases, we have volunteers utilize phone lists to contact patrons. All volunteers at the SWTS are required to abide by our policies and procedures. SWTS staff and volunteers are required to provide a clear Criminal Record Check upon commencement of employment.

If any aspect of the SWTS Privacy Policy is a concern to you, please feel free to contact the Privacy Officer for the Sid Williams Theatre.

We continually review and update our security policies and procedures to ensure ongoing privacy of patron information.

Human-resources related personal information (regarding staff and volunteers) will be handled in accordance with this policy.

Internet Related Policies

When you visit www.sidwilliamtheatre.com your web service information and e-mail address is not recorded. However, in order to meet your needs as best as we can, certain information is required on our on-line order forms.

This information is entered and coded under 128 bit encryption. It can be decoded only by using our secure password. Every effort is made to ensure that your information remains private and only accessible by our staff.

Providing Patrons Access to Recorded Information

At any time patrons have the right to request any information we have recorded in their patron file. However, this request must be made in writing and provide sufficient detail to identify the information being sought. The SWTS has 30 business days to provide you with this information. Your request should be submitted to the following address:

Sid Williams Theatre Society
P.O. Box 3780
Courtenay, BC
V9N 7P1

Attn: Privacy Officer

Questions or Complaints regarding this policy may also be directed to the SWTS Privacy Officer.