



Silo Theatre Privacy Policy

Silo Theatre values your privacy.

We are committed to protecting the privacy of our Super Pass holders, public ticket buyers, Patrons, business contacts, supporters and online followers.

This Privacy Policy outlines how we collect, store, manage and provide access to personal information about you and how we use that data. It applies to Silo Theatre and to the practices of the agents and contractors engaged by Silo Theatre to provide goods and services. This Privacy Policy also relates to your use of the Silo Theatre website at <http://silotheatre.co.nz>.

We may update this Privacy Policy from time to time. The most current version will always be located on our website and is also available by using the contact details below.

How do we collect personal information from you?

Silo Theatre collects personal information from you in three ways.

1. If you sign up to receive email communications from Silo Theatre, your name and email address will be recorded and held securely for the purpose of receiving emails about Silo Theatre news, performances and offers. Your email address will not be passed on and every email we send to you will include the option to unsubscribe as per the Unsolicited Electronic Messages Act 2007.
2. If you purchase a ticket to a performance by Silo Theatre, your details will be passed to us by the relevant venue or ticketing agency, e.g. Q Theatre, iTicket or Ticketmaster. Our conditions for receiving data from venues or ticketing agencies ensure that we comply with the Privacy Act 2008 and we do our utmost to adhere to its principles.
3. If you purchase a Super Pass, make a donation or sign up to be a Patron directly with Silo Theatre via our website, mail, telephone or in person, the contact information that you supply will be retained on our database. Your credit card details will be encrypted and transacted securely. All hard copies of your information will be securely stored and then securely disposed of when no longer required.

What personal information does Silo Theatre collect and why?

The types of personal information we collect vary depending on the purpose of the interaction or the products or services we are providing, and may include:

- Name, address and other contact details (like your telephone number)
- Electronic addresses such as email address
- Geographical location, such as a region or suburb
- Transaction details relating to your use of our products and services
- Any preferences you share with us or select from a menu of options

We collect this information primarily to contact you in the case of a performance cancellation, to notify change of performance details or replacement of lost tickets or to provide you with helpful information related to your transaction or performances you are attending.

We may collect information in order to process your payments (for example, if you pay by credit card online).

Unless you tell us otherwise, Silo Theatre may use personal information about you for legitimate marketing and research purposes. This is principally to inform you about Silo Theatre performances, news and offers that may be of interest to you or to invite you to complete surveys that help us to better understand our audiences and supporters.

We will send you marketing material by email only if you have given express permission for us to do so via our website sign-up form or other means or by opting in when asked at the time of ticket purchase.

We will not trade or rent your details to any other organisations.

Disclosure of your personal information

Silo Theatre may disclose your personal information in certain limited circumstances for use by third party producers, contractors and service providers who help our business or help us to provide a service to you. These include contractors and service providers who help us operate our computer systems, send out our mail/emails and clean collected data and who perform data analysis in order to aggregate demographic attributes of individuals such as “genres of likely interests” in a way that does not identify you as an individual.

If Silo Theatre provides your personal information to the engaged contractors and service providers to handle personal information, we require those organisations to agree to comply with our Privacy Policy and with strict conditions governing how personal information is to be handled. Otherwise, Silo Theatre will only disclose personal information if this is required by law or permitted under the Privacy Act;

Silo Theatre protects personal information it collects in a secure database in proprietary data format which can only be read using proprietary tools. In storing your information, we have taken a number of steps to protect your personal information from misuse, loss, unauthorised access, modification or disclosure.

Access to your personal data

Under the Privacy Act, you have the right to access the information which Silo Theatre holds about you. You also have the right to ask us to correct information about you which is inaccurate, incomplete or out of date.

You may access the information that Silo Theatre has collected about you by placing your request in writing and sending it to Silo Theatre using the contact details referred to below. Please include your telephone number and enclose a copy of a form of identification such as a current driver’s licence or passport with your request.

Website Terms of Use

When you deal with Silo Theatre, whether online or otherwise, we take our privacy obligations seriously.

This section is intended to provide more information about privacy for the users of our website. Generally, Silo Theatre will handle personal information collected online consistently with the way that it handles personal information collected off-line.

Our website may use cookies. A cookie is a small file that resides on your computer and is recognised by our server when you visit our website. A cookie does not provide us with any personally identifiable information. It does provide details of your Internet Provider (IP) address, the computer platform that you use (e.g. Mac or Windows), the browser that you use (e.g. Microsoft Explorer or Netscape) and what domain you are accessing our sites from.

This information enables us to track traffic patterns to our site across all users to better understand our website usage and subsequently enhance our website's performance for our users, e.g. repositioning popular content or improving the purchase experience.

If you would rather we did not use cookies with you, you can refuse them by turning them off in your browser and/or deleting them from your hard drive. You will still be able to visit our website but some of its functionality may be impaired.

Choosing to be contacted by us

If you do not wish to receive marketing information from Silo Theatre, you may contact us at any time via the contact details below or the information within each of our email communications. Please note that we may still need to use your personal information to provide you with the products you have requested.

You will always have the option to opt in to our services and to opt out of those services at any stage.

Updates to this policy

Because Silo Theatre is evolving constantly to meet the needs of our customers and adapt to technology developments, we reserve the right to change this policy at any time. The current version of our Privacy Policy will always be available on our website or by request at our premises.

More information and contact details

For further information about privacy issues and the protection of privacy, please visit the New Zealand Office of the Privacy Commissioner's website at <https://www.privacy.org.nz/>. If you feel that Silo Theatre is not complying with this Privacy Policy or if you have any other privacy concerns, please contact us using the following contact details:

By email: feedback@silotheatre.co.nz

By telephone: +64 (0)9 361 1551

By post: PO Box 7752, Victoria Street West, Auckland 1141