

**Cirque Bijou: General Data Protection Regulation 2020**

Created: April 2018 by Geraldine Giddings  
 Review date: April 2020 and then annually

We have considered our approach to gathering, storing and processing personal data, to ensure we are compliant with the new EU legislation on data protection: GDPR, which came into effect on 25<sup>th</sup> May 2018.

The premise of the new regulations is to ensure organisations are using individuals’ personal data lawfully. This means that we need to make sure we are not gathering any information that is not freely given – that we are not using any information in ways that were not expected – that we are not sharing personal data with other organisations (unless consent has been given) – and that we are ensuring any data we do keep is kept securely.

We have read the new regulations and adapted our working practices as per numbers 1-4 on page 3 below.

The data we collect, store and use at Cirque Bijou is as follows in April 2020:

DATA TYPE	DATA SUBJECT(S)	STORAGE MECHANISM	PROCESSING	USE BY CIRQUE BIJOU
Personal info, contact details, confidential info	Company Employees	<ul style="list-style-type: none"> <li>Secure dropbox (for non confidential info), accessible to other employees</li> <li>Hard drive stored in locked drawer (for confidential info) accessible to management team as appropriate</li> <li>Payroll is operated by an external organization, Godfrey Wilson</li> </ul>	This info is not processed except to ensure it is saved in the correct location(s) and kept updated	Only for HR purposes
Personal info, contact details,	Freelance artists, crew, riggers –	<ul style="list-style-type: none"> <li>Gmail contacts database,</li> </ul>	This info is processed to allow	To contact subjects

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<p>photographs and film footage</p>	<p>show personnel</p>	<p>secure dropbox – accessible to Cirque Bijou employees</p>	<p>us to store in the correct places and maximize our ability to work with freelancers in our shows – e.g. saved into marketing folders/production databases etc. This info is given to us freely by the subjects</p>	<p>regarding their work or potential work with us</p> <p>To publicise subjects as part of our work – with consent</p>
<p>Contact details</p>	<p><b>Current and previous clients</b> for our shows (incs private and public organisations and often more than one individual employee of an organization. Rarely individuals not acting on behalf of an organisation)</p>	<ul style="list-style-type: none"> <li>• Gmail contacts database</li> <li>• Enquiries form – saved in secure dropbox</li> <li>• Show-related info (eg contacts list for use onsite)</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>• Marketing lists – mailchimp and for direct emailing</li> </ul>	<p>This info is moved across into our marketing lists as we believe our clients have a legitimate interest in hearing about our work and our performance dates. They can unsubscribe at any time.</p>	<p>For use in negotiating, planning, producing and running their show.</p> <p>For direct marketing purposes via mailchimp and directly emailing</p>
<p>Contact details</p>	<p><b>Potential clients</b> for our shows (incs private and public organisations and often more than one individual employee of an organization. Rarely individuals not acting on behalf of an organisation) – subjects who have contacted us with an enquiry about our work and given us their</p>	<ul style="list-style-type: none"> <li>• Gmail contacts database</li> <li>• Enquiries form – saved in secure dropbox</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>• Marketing lists – mailchimp and for direct emailing</li> </ul>	<p>This info is moved across into our marketing lists as we believe our clients have a legitimate interest in hearing about our work and our performance dates. They can unsubscribe at any time.</p>	<p>For use in negotiating future work as requested by subject</p> <p>For direct marketing purposes via mailchimp and directly emailing</p>

	contact details			
Contact details	<b>Potential clients</b> (Show promoters, festivals, potential corporate clients) – who have not contacted us – info gathered through our internal market research	<ul style="list-style-type: none"> <li>Marketing lists – mailchimp and for direct emailing</li> </ul>	We obtain contact information via internet searches – eg ‘Light Festivals’, ‘Christmas Party Providers’ and contact businesses using the contact details they provide on their business websites. We save it in our lists.	This is B2B direct marketing. Recipients can unsubscribe at any time. The information we send out refers to Cirque Bijou shows and live performances.

We propose the following actions to ensure our processes are as transparent as possible and to bring us to compliance with the new regulations from 25<sup>th</sup> May 2018.

1. With regards employee data, we will email all current employees to explain what data we hold on them, how and where we store it and what we will and won't use it for.
2. With regards freelance artists data (and the data of other freelance contractors), we will ensure all company employees are aware of the need to store this data securely and not to share it or use it for other purposes than legitimately as part of our business.
3. With regards client data; we will ensure all company employees are aware of the need to store this data securely and to seek client's consent before adding them to marketing lists. **We need to ask them to sign up to our mailing list.**
4. We will email our mailing list to remind them that they are on our list, that we are storing their data securely, that we are not sharing it with anyone else, and that they may unsubscribe from our list at any time. Since they have previously expressed an interest in our work, through contacting us to enquire about our shows, or by signing up to our mailing list, we have decided to keep them on our list under the GDPR legal base of 'legitimate interest'.

## References – from [ico.org.uk](https://ico.org.uk) (Information Commissioner's Office)

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/principles/>

- "a) processed lawfully, fairly and in a transparent manner in relation to individuals;
- b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;
- c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- d) accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay;
- e) kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals; and
- f) processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures."

- One of the ways in which transparency will be documented under the GDPR is the requirement for a legal basis for processing to be given to the data subject (Article 6 of the GDPR). There are six legal bases: consent, contract, legal obligation, vital interest, public interest and legitimate interest.