LAStheatre CIC
Privacy Policy

Last updated: 17 November 2026

1. Who we are

LAStheatre CIC creates and tours theatre productions and participatory arts experiences for children, families and communities. We are committed to respecting privacy and protecting the personal information people share with us.

This notice explains what we collect, why we use it, how long we keep it, who we share it with and your data protection rights. It includes information we receive from theatres and venues presenting our productions.

We process personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 (as amended), the Data (Use and Access) Act 2025 and the Privacy and Electronic Communications Regulations 2003 (PECR), where applicable.

Company: LAS THEATRE C.I.C. (trading as LAStheatre) | Company number: 08052556 | ICO registration: ZB589957

Registered office: 48 George V Avenue, Margate, Kent, CT9 5RH | Email: liz@lastheatre.com | Website: www.lastheatre.com

LAStheatre is an independent data controller when we decide why and how to use personal information for our own activities. Presenting venues are normally independent controllers of their own ticket-booking data.

2. Information we collect

The information we collect depends on your relationship with us. It may include:

- Names, email addresses, telephone numbers, postal addresses and correspondence.
- Mailing-list subscriptions, marketing preferences and evidence of consent.
- Limited performance and booking information received from venues for agreed purposes.
- Information supplied in audience surveys, workshops, community projects and enquiries.
- Applications, CVs, audition materials, references and professional information for recruitment.
- Information necessary for managing staff, performers and freelance engagements, payments, travel and safety.
- Limited website or email engagement information, if collected lawfully.

We aim to collect only the information reasonably necessary for the relevant purpose. If we need sensitive information, such as health or accessibility details, we take additional care and apply the relevant legal protections.

3. Our mailing list and Kit

What information do we collect?

If you subscribe directly to LAStheatre emails, we may collect your name, email address, subscription preferences and details of how and when you signed up. We may also receive opted-in subscriber information from a theatre or venue when you book a performance. Section 4 explains that process.

How do we use it?

We send emails about LAStheatre productions, performances, workshops, projects and related company news. The lawful basis for our audience email mailing list is your consent. Signing up is optional; purchasing a ticket does not, by itself, subscribe you to LAStheatre marketing.

We use Kit (formerly ConvertKit) to manage the mailing list and send emails. Kit processes subscriber information on our behalf under a Data Processing Addendum. Information held in Kit can include names, email addresses, subscription source, tags, preferences, consent records and delivery or engagement information.

You can read Kit's Data Processing Addendum at https://kit.com/dpa.

How can you unsubscribe?

Every marketing email contains an unsubscribe link. You can also email liz@lastheatre.com to withdraw consent. We stop marketing to people who unsubscribe and retain only information needed for purposes such as recording consent withdrawals, maintaining suppression records and meeting legal obligations.

4. Information shared by theatres and venues

LAStheatre works with presenting theatres, arts centres, festivals and other organisations. Where they share audience information with us, we use data-sharing agreements as appropriate to specify the purposes, categories of information, responsibilities and security arrangements. We only use information for the purposes for which it has lawfully been shared.

A. Customers who opt in to LAStheatre marketing

When you actively opt in to receive LAStheatre emails during a venue booking, the venue may provide your first and last name, email address, details of the relevant production or performance (including date, time and venue), and the consent wording used. Information about when and how you gave consent may also be supplied or retained by the venue so it can be evidenced.

We use these details to add you to our LAStheatre email list, subject to verifying that the consent covers our communications. The lawful basis is consent. Venues are asked to offer a positive, specific opt-in naming LAStheatre; a general agreement to receive the venue's marketing is not automatically sufficient.

We do not add customers to our list merely because they booked a ticket. We do not use venue-provided newsletter contacts for unrelated advertising or upload those contacts to social media platforms to create custom advertising audiences.

B. Anonymised audience and ticket-sales information

Venues may provide anonymised statistics to help us evaluate performances, develop audiences and report to funders and partners. This may include ticket sales by event and ticket type, booker age information, postcode districts, booking lead times, sales channels, ticket delivery methods, group sizes, promotional offers, audience crossover and how customers heard about the production.

We ask venues to anonymise this material before sharing and take care that combinations of figures do not make individual customers reasonably identifiable. Genuinely anonymous data is outside the scope of UK GDPR. We use it for evaluation and planning, not to identify individual ticket buyers.

C. Named attendance monitoring for invited guests

Where necessary, venues may share a limited attendance list so we can check whether people invited through professional, community or promotional networks attended a performance. This may include names, numbers of tickets booked and ticket prices.

Our lawful basis is legitimate interests in monitoring invitations and evaluating our promotional and community engagement activity, provided our interests are not overridden by the individual's rights and interests. We use these lists only for the agreed monitoring purpose, never to add people to the mailing list without separate consent.

We securely delete identifiable attendance-monitoring lists and working copies under our control within three months of the relevant performance. Anonymised results may be kept for evaluation.

What privacy information do venue customers receive?

We ask venues to explain the intended sharing at the point of booking and make our privacy notice available with the LAStheatre marketing opt-in. Where we receive personal information from a venue, we provide privacy information within the applicable legal timeframe, including at or before our first communication if that is sooner, unless a lawful exception applies.

5. Enquiries and correspondence

If you contact us by email or telephone, we may receive your name, contact details and information relating to your enquiry. We use this information to respond to enquiries, discuss work or projects and manage our relationships with audiences, venues and partners.

Our lawful basis is generally our legitimate interests in responding to enquiries and managing LAStheatre's activities, or taking steps before entering into a contract where appropriate.

Contacting us does not automatically add you to our marketing mailing list.

We retain correspondence only for as long as reasonably necessary for its purpose or to meet applicable legal requirements.

6. Social media and advertising

We use social media platforms, including Facebook and Instagram, to publicise productions, share company news, respond to messages and engage with audiences. If you comment on, message or interact with our accounts, we may see the information you choose to make available through the platform. Our lawful basis for responding and managing those communications is generally legitimate interests.

We also use paid advertising through Meta platforms. Meta may use information it holds about platform users to select advertisements, subject to its own privacy arrangements. Any personal information we ourselves use for advertising or measurement must have an appropriate lawful basis and meet any separate consent requirements for tracking technologies.

We do not upload venue-provided LAStheatre mailing list contacts into Meta custom audiences or give these contacts to other organisations for their own advertising. Social media platforms operate under their own privacy notices.

7. Recruitment, casting and freelance opportunities

When you apply to work with LAStheatre, we may collect your name, contact details, CV, professional experience, application, audition materials, references and other information relevant to the role. We use this information to assess applications, arrange auditions or interviews, communicate with applicants and make recruitment decisions.

Depending on the activity, our lawful basis may be legitimate interests in recruiting people, taking requested steps before a contract, or compliance with legal obligations. We retain unsuccessful applications only for an appropriate period related to recruitment, possible legal claims and any future-opportunities arrangement separately agreed with the applicant.

8. Staff, performers and contractors

For people engaged by LAStheatre, we may process contact and emergency contact details, contracts, bank and payment information, tax and pension records, working hours, timesheets, travel and accommodation details, expenses, and information necessary for production management and health and safety.

We use this information to perform and administer contracts, pay people correctly, meet employment, tax and other legal obligations and maintain a safe working environment. Depending on the purpose, our lawful basis may be contractual necessity, legal obligation or legitimate interests.

Health or accessibility information receives additional protection and is processed only where the necessary legal basis and any additional special-category condition apply. We restrict access to people who need the information and keep statutory records for the periods required by law. Additional privacy information may be provided to workers where necessary.

9. Children, families and community activities

Because LAStheatre works with children and families, we take particular care with personal information about children. Our standard venue mailing-list arrangements do not seek children's contact information for email marketing.

For workshops, schools and community activities, we may need participant names, parent or carer contact details, attendance information and limited information about accessibility or safety needs. We explain what is needed and why, collect only what is necessary and apply an appropriate lawful basis and any additional legal safeguards or permissions required.

Taking part in an activity does not automatically add anyone to the LAStheatre marketing list. Separate arrangements and permissions may apply to photography or filming of participants.

10. Website cookies and email tracking

Our current public-facing WordPress website is not configured to use cookies to track ordinary website visitors. WordPress may use technical cookies for people who log in to administer the site. We will review this statement if our website setup changes.

Cookies are not the only form of online tracking. If we introduce analytics tools, Meta Pixel, similar tracking technologies or other non-exempt storage or access technologies, we will update our information and obtain consent or meet the conditions of an applicable legal exception.

Kit's email service can record delivery, email opens and link clicks. Email-opening measurement typically uses an invisible tracking image, and the availability of these statistics may depend on your email software and privacy settings. These technologies are subject to additional electronic communications rules; their use must be assessed separately from consent to receive the newsletter itself.

11. How we protect your information

We take reasonable technical and organisational measures to protect personal information from unauthorised access, misuse, loss and disclosure. We restrict access to authorised people, use appropriately secured accounts and storage, and require secure methods for transferring identifiable information from venues.

Two-factor authentication is enabled on our Kit account. We keep venue marketing contacts and named attendance-monitoring information separate according to their agreed purposes, and delete information when it is no longer needed. Where suppliers process personal information for us, we use appropriate contractual protections.

We assess and respond to suspected personal data breaches in accordance with applicable legal requirements and notify the appropriate parties or regulator where required.

12. Who we share information with

We do not sell personal information or provide audience mailing lists to other organisations for their independent marketing. Where necessary, we use contracted service providers acting on our behalf, including Kit for email marketing and providers of secure cloud storage, email, website hosting, IT, payroll, accounting and business administration.

We may share relevant information with presenting venues, project partners, professional advisers or authorities where needed for an agreed activity, a contract, a legitimate purpose or a legal obligation. We use anonymised or aggregated information for reports to funders and partners whenever practical.

Using Kit to store and send communications to opted-in subscribers is processing on LAStheatre's behalf. It does not give Kit or another organisation permission to use our audience list for its own independent marketing.

13. International data transfers

Some suppliers process information outside the UK. Kit is based in the United States, and subscriber information may be processed in the United States or other countries by Kit and its authorised sub-processors.

Where UK data protection rules restrict an international transfer, we require appropriate safeguards. Kit's Data Processing Addendum sets out contractual arrangements for processing and transfers, including relevant transfer mechanisms. You can request more information using the contact details below. See https://kit.com/dpa.

14. How long we keep information

We keep information only as long as necessary for the purpose for which we use it, or as required for legal, contractual or compliance purposes. Our arrangements include:

- Opted-in mailing-list subscribers: while subscribed and while the information remains necessary; we review the list periodically.

- Consent records and suppression information: retained as long as reasonably necessary to demonstrate lawful consent and to prevent unwanted repeat marketing.
- Identifiable invited-guest attendance lists supplied by venues: securely deleted within three months of the relevant performance, including downloaded working copies under our control.
- Original venue marketing spreadsheets: unnecessary working copies deleted after a checked import into Kit, while sufficient consent evidence is preserved.
- Genuinely anonymised ticketing and evaluation statistics: may be kept for longer-term audience development and funding reports.
- Enquiries, recruitment, project, worker, contractual and financial records: kept according to their purpose and any applicable record-keeping or legal obligations.

The three-month attendance-data deadline does not mean that people who positively subscribe to LAStheatre emails are automatically removed from the mailing list after three months.

15. Your data protection rights

Depending on the circumstances, you may have the right to:

- Request access to personal information we hold about you.
- Ask us to correct inaccurate or incomplete information.
- Ask us to delete or restrict information in certain circumstances.
- Object to processing based on legitimate interests.
- Object to direct marketing at any time; if you object, we will stop using your information for that purpose.
- Withdraw consent at any time where we rely on consent, without affecting processing before withdrawal.
- Request data portability where the relevant conditions apply.

To exercise your rights, contact liz@lastheatre.com. We will respond in accordance with applicable data protection law.

16. Links to other websites

Our website may link to other organisations, including theatres and venues through which you can book tickets. These organisations have their own privacy policies and are responsible for their own handling of personal information. Where a venue lawfully shares information with LAStheatre, our use of what we receive is covered by this notice.

17. Complaints

If you are concerned about how we use your personal information, please email liz@lastheatre.com. We will acknowledge data protection complaints within 30 days, investigate them appropriately, keep you informed as necessary and explain the outcome without undue delay.

You also have the right to raise concerns with the Information Commissioner's Office (ICO): https://ico.org.uk | Telephone: 0303 123 1113.

18. Changes to this policy

We may update this privacy policy to reflect changes in our activities, data-handling arrangements or legal requirements. The latest version will be available on our website.

19. Contact us

LAStheatre CIC | 48 George V Avenue, Margate, Kent, CT9 5RH

Email: liz@lastheatre.com | Website: www.lastheatre.com | ICO registration number: ZB589957