

The Model is committed to protecting your privacy. Our privacy statement below will inform you on how and why we store your personal data ('your data'), what type of data we hold and how it is used. Should you have any questions about this Statement, please contact us (see below).

### **HOW WE COLLECT INFORMATION**

Your data is collected in the following ways, with your consent:

#### **1. When purchasing tickets in person**

When you purchase tickets, a membership or gift voucher through the Model Box Office in person, any personal data you supply, such as name, address and telephone number, will be stored in our Box Office system, TicketSolve. You may, of course, purchase a ticket (or tickets) without supplying your data.

#### **2. When purchasing tickets on-line**

When you purchase tickets online, purchase membership or gift vouchers, you will be asked to register with us. This involves submitting your name, address, phone number, email address or credit card details where applicable. This information is used to process your order and to provide you with the service you have requested.

If you have provided credit card details, these will only be used for the purpose of handling an individual booking or order. We will not retain details from your credit card.

Any personal data you supply will be stored in our Box Office system, TicketSolve.

#### **3. When signing up to our newsletter on-line**

Our website gives you the option to indicate if you wish to receive information from the Model. When you sign up for our e-newsletter online, your name and email address will be stored in our mailing list system. We use a US based company, mailchimp.com for our mailing list subscription service.

#### **4. Signing up to our mailing list in person**

You can also sign up to our mailing list by completing the form at the Front Reception of The Model, or by contacting us in writing and letting us know that you would like to receive further information from The Model. In case, your name, email address and contact telephone number (if provided) will be stored in Mailchimp.com, our mailing list subscription service.

Your record on our database system holds the contact details you submitted to us, transactions you've made, a record of communications we would have sent to you, and whether or not you have given us permission to contact you and if so, what your preferred method of contact is.

### **WHY WE COLLECT DATA ON OUR CUSTOMERS**

We use your data to:

- Help us make decisions around the conduct of our business
- Inform us on how to best communicate with you about events;
- Provide you with information, products or services that you request from us or which we feel may interest you, based on your transaction history;
- Notify you about changes to our service.

### **HOW YOUR PERSONAL DATA IS KEPT CONFIDENTIAL**

In order to protect your personal data and to maintain its quality we use Secure Sockets Layer (SSL) encryption when collecting or transferring sensitive data, such as credit card details. SSL encryption is designed to make the data unreadable by anyone but us.

We also have measures in place that limit the access to your information. For example, only those employees who need to come into contact with your data, to provide information about products and services to you, have access to our mailing lists. Our database system has high security measures in place and all activity on your record is password protected.

It is still worth noting that the transmission of information via the Internet is not completely secure and may involve the transfer of Data to countries outside of the European Economic Area (EEA). Those countries may not provide an adequate level of protection in relation to processing your data.

Although we will do everything we can to protect your data, we cannot guarantee the security of your data transmitted to this website. Any transmission of data is at your own risk.

### **USES MADE OF YOUR DATA**

We use your Data that we hold to:

- Ensure that content from this website is presented in the most effective manner for you and for your computer;
- Provide you with information, products or services that you request from us (including any downloads that you request) or which we feel may interest you;
- Carry out our obligations arising from any contracts entered into between you and us;
- Allow you to participate in interactive features of our service, when you choose to do so; and
- Notify you about changes to our service.

We do not sell or exchange data to third parties.

### **HOW LONG YOUR DATA WILL BE STORED**

We will hold on to your personal data only for as long as necessary for the purposes of providing access to our website and related services to you or as required by law.

You can change your preference for communication with the Model at any point, and this will be recorded immediately. You will be given the opportunity to opt-out of any direct marketing campaigns, which we may engage in from time to time.

### **COOKIES AND WEB BEACONS**

When you use this website, information is received using cookies and web beacons about your visit. You can disable cookies on your computer by following the instructions outlined in your help function. However, you will be unable to purchase tickets or use any booking-related features once your cookies are disabled.

For statistical and strategic planning purposes, information generated from cookies and web beacons helps us determine:

- The number of first time and repeat visits. (This is identified by the IP address of your webserver)
- The traffic on the website, pages visited, and length of time spent on the website.
- The IP address of the your webserver.
- The top level domain name used (for example .ie, .com, .net, .biz).
- Any previous website address from which you reached us, including any search criteria used.
- The number of visits and the traffic around this website (for example pages accessed and documents downloaded).
- The type of web browser used

## **USE OF GOOGLE ANALYTICS**

This website uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses “cookies”, which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and Internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

## **DISCLOSURE OF YOUR INFORMATION**

We may disclose your data to third parties who provide a service to us (including mailchimp.com, and Google Analytics) or if we are under a duty to disclose or share your data in order to comply with any legal obligation, or to protect the rights, property, or safety of The Model, our visitors and others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction. Apart from the above, The Model will not disclose your data to any third parties.

## **LINKS TO OTHER SITES**

This website and our newsletters and communications may contain links to other websites. The Model’s privacy policy does not extend to those websites. If you follow a link to another website, you should check the privacy policy of those websites before submitting your data.

## **ACCESS TO INFORMATION AND CORRECTION**

You may request in writing copies of your data on payment of €6.35 fee. For security reasons we will ask you to provide proof of identification. We will provide you with a copy of your data held by us no more than 40 days after your written request.

You also have the right to rectify or delete inaccuracies in your personal data, and to object to the processing of your personal data. Please advise us in writing and we will make any necessary changes and notify you of those changes within 40 days of your request.

All written requests should be addressed to [info@themodel.ie](mailto:info@themodel.ie)

## **CHANGES TO OUR PRIVACY STATEMENT**

This Privacy Statement will be updated from time to time. If we make any changes, we will post those changes on this website. It is your responsibility to check back to see recent changes. By continuing to use this website after we post any such changes, you accept and agree to this Privacy Statement as modified.

## **CONTACT US**

Questions, comments, requests and complaints regarding this Privacy Statement and the information we hold are welcome and should be addressed to [info@themodel.ie](mailto:info@themodel.ie)