

## **OAE Supporter Privacy Policy**

**This policy relates to the Orchestra of the Age of Enlightenment  
and the Orchestra of the Age of Enlightenment Trust (collectively the ‘OAE’)**

The OAE is committed to protecting the privacy of all its supporters. It is important to us that you feel confident in how your data is being used. Please take the time to read this policy so that you understand how we store and use your data. Please be advised that this statement may change and we recommend you check this page on our website ([www.oae.co.uk](http://www.oae.co.uk)) periodically. We will notify you of any proposed changes in the actual uses of your data.

### **The OAE Development department**

The Development department at the OAE develops and manages relationships with our supporters. We aim to raise funds to support the OAE and our projects. We work closely with staff, Players, Principal artists and soloists, members of our Board and Trust, and our current supporters to enable the orchestra to produce world-class performances and education programmes.

The OAE has a responsibility to all our supporters to ensure that our operations are transparent and open. This privacy policy is in line with guidance from the Institute of Fundraising’s Code of Fundraising Practice and the Information Commissioner’s Office. All OAE activity aims to be compliant with the General Data Protection Regulation (2018) and the Privacy and Electronic Communication Regulations (2003) to ensure that it does not obtain, process, store or exchange data unlawfully.

In relation to current supporters and recent former supporters, for the purposes of compliance with data protection legislation the legal basis on which the OAE relies for processing personal data is the pursuit of its legitimate interests. For new or prospective supporters, the OAE will be relying on an individual’s consent.

The OAE will process your personal data only for specified purposes in order to provide you with a more efficient and personalised service. We seek to ensure that all personal data is adequate and relevant to that purpose.

### **What information do we collect and how do we collect it?**

The OAE Development team will collect personal information which includes name, address, phone number or email address. This information, provided by you, enables us to contact you about events and activities at the OAE, which in turns allows you to show interest in or support such activities. We also collect data regarding your relationship with the OAE, including events you have attended, donations you have made and communications you have had with members of staff.

If you make a donation to the OAE, we record the details of this donation including how it was received (e.g. cheque, direct debit), date of receipt and whether gift aid is applicable. We then use stored contact details to properly thank and steward any donation you make.

To ensure that our communications are relevant to you and your interests, we may collect information regarding your personal preferences, philanthropic history, and capacity to donate. This may include information provided through publicly available sources such as LinkedIn and news feeds.

The OAE has many ambassadors who promote the work of the orchestra and these ambassadors will provide us with information on those they consider to have a legitimate interest in our work. We will never contact an individual unless they have given us or our ambassadors permission to do so.

### **How do we store your data?**

Your data will be kept confidential. Data is stored in secure, password-protected CRM databases or in locked cupboards. We also store bank and other payment details in secure systems as appropriate.

### **What do we use your personal data for?**

Your personal data may be used to:

- Fulfil our obligations to supporters in terms of acknowledgement of their gift and agreed stewardship activities
- Administer donations or other payments (such as concert and event tickets)

- Keep you updated with OAE activities that are relevant to you
- Offer you opportunities to engage further with our activities
- Fundraise further on behalf of the OAE
- Send you information about opportunities/ events at related organisations
- Claim Gift Aid
- Prepare for events that you attend. The Development team will compile event briefing notes for our senior volunteers. This will include information such as your relationship with the OAE and your philanthropic interests. These briefing notes will not be shared beyond members of staff and our senior volunteers

In accordance with Data Protection Law, you have a choice about whether you want to receive information about our fundraising activities, and by which channels (e.g. telephone, email, post). Every effort will be made to contact you using your preferred contact method and to limit the frequency of non-personalised communications.

You may opt-out from receiving correspondence from the Development team at any time by emailing [development@oae.co.uk](mailto:development@oae.co.uk)

### **Do we share your information?**

When you book tickets for OAE concerts (online, by telephone, by post or in person) or give the OAE information for other reasons such as joining a mailing list, your personal information will be entered into a shared database with a consortium which currently includes (in addition to the Orchestra of the Age of Enlightenment), the Southbank Centre, Philharmonia Orchestra, London Philharmonic Orchestra and London Sinfonietta. Other similar arts organisations may join in the future. While other members of the consortium can view your name and contact details, they cannot contact you with marketing or fund-raising communications without your consent.

We may also share abstract demographic information with the member organisations for analytical purposes. This is not linked to any personal information that can identify an individual person.

The OAE will never sell or swap the personal details of its supporters. Personal details will not be disclosed to external organisations other than those acting as contracted agents for the OAE in addition to the Southbank Centre for purposes directly related to the interests of the OAE.

We will only share your information if we are required to do so by law.

### **How long will your data be held?**

The personal data we collect is evaluated annually to determine whether it is current and still needs to be held. There may be legal requirements that require us to retain your data e.g. tax regulations and the Charities Act 2011. If you do not respond to communications from us for five years, we will not contact you again unless you re-activate your engagement with us.

### **Your rights**

You have the right to:

- Request a copy of the information we hold about you
- Update or amend any incorrect information we hold about you
- Ask us to remove your personal data from our records
- Change your communication preferences
- Raise a concern regarding how your information is being used
- Make a complaint at any time by emailing the Development Department on the email address below
- Lodge a complaint relating to the use of your personal data with the Information Commissioner's Office or the Fundraising Regulator

If you have any questions or comments about the OAE Supporter Privacy Policy please contact us on [development@oae.co.uk](mailto:development@oae.co.uk).