

Disney Theatrical Group Business Customer Privacy Notice

This Privacy Notice sets out how Disney Theatrical Group processes the personal data of its business customers. For the purposes of the data protection laws, the data controller is The Walt Disney Company Limited of 3 Queen Caroline Street, London, W6 9PE, United Kingdom (“we”, “Disney”).

This Privacy Notice applies wherever it is posted, including linked to on an online form such as group sales, education workshops, our first show scheme, house seats and our business customer newsletter. For details about how The Walt Disney of Families process the personal data of individual or non-corporate guests, please see our customer [Privacy Policy](#).

What personal data do we collect?

The personal data we may process about you when you enquire as a business customer is limited to your contact details. This includes your name, workplace / organisation, job title, phone number and/or email address.

We do not ask for any special categories of personal data such as health information. Any information which you choose to provide in any of the free text boxes should be limited to the instructions on the form and will only be used for the purposes of your enquiry.

Where you make available to Disney the personal data of others, you shall make all necessary notifications to (and obtain as required all consents from) those others for the processing of personal data by Disney or its Affiliates as set out in this notice.

Why do we collect your personal data?

We process your personal data in order to:

- respond to requests for information about our products or services;
- facilitate bookings or reservations;
- administer your relationship with us;
- send you updates about similar products and services you have previously purchased or attended, for example a Schools Workshop; and/or
- send you relevant event information about upcoming productions or new products and services from Disney Theatrical Group.

The legal basis for the above processing activities are: (a) our legitimate business interests, such as facilitating our business relationship with you or contacting you about offers for similar products, events or services that you have previously purchased or attended and that we think your organisation may be interested in participating in; (b) your consent, when you request information about our products and services or subscribe to marketing updates about Disney Theatrical Group; and (c) performance of a contract, such as processing an application. You can unsubscribe from our marketing updates at any time, by following the instructions in the communication or by emailing groupsales@disney.co.uk

Who is your personal data shared with?

Your personal data will be shared by us with our agents and service providers who may be managing our events. As your personal data will be stored in our IT systems it may also be shared with our data processors who provide email, customer/contact relationship management, document management and storage services to us.

We will share your personal data with third parties as necessary to facilitate our business relationship. For example, where you have provided personal data in order to arrange an educational workshop, we will share your personal data with our Disney Theatrical Teaching Artists. Where you have provided personal data to purchase house seats, make a group booking or make an application under our first show scheme, we may share your personal data with the venue owner as required to facilitate the booking.

Other members of The Walt Disney Family of Companies may access your information where they perform services on behalf of Disney (as data processors) and, unless prohibited under applicable law, for use on their own behalf (as data controllers) for the purposes described in this notice.

Retention of personal data

We will store your personal data for the length of time needed to fulfil the purposes outlined above unless a longer retention period is required or permitted by law.

You can ask us to delete your personal data at any time by contacting us as set out below. Please note if you have existing bookings, we may not be able to delete your personal data entirely at that time.

Securing your personal data

We have implemented appropriate technical and organisational security measures designed to ensure the confidentiality of the information contained in our databases storing personal data. The information that you provide will be stored securely on our electronic systems. Only relevant members of staff will have access to the information you provide to us.

Transfers of personal data

Your personal data may also be stored on our central IT systems and may be shared with our data processors, which may be located outside the UK and /or European Economic Area. If so, Disney will ensure that appropriate safeguards are in place to ensure an adequate level of protection with respect to the privacy rights of individuals such as the UK International Data Transfer Agreement or Standard Contractual Clauses.

Exercising your data subject rights

You have a number of rights in respect of your personal data, including the right to request access to your personal data; the right to correction or erasure of your personal data; the right to oppose the processing of your personal data; and/or, if you are a UK resident, the right to complain about we process your personal data.

You can exercise any of these rights by contacting us on the email below.

Further information

Please contact us if you have any questions or concerns about how we process your personal data. Our Data Protection Office can be contacted by emailing: EMEA.dataprotection@disney.com

We will always try to resolve any concerns however if you are not happy with our response, can contact the Information Commissioner's Office at <https://ico.org.uk>.