

Privacy Policy

Dublin Municipal Theatre at Smock Alley

Last updated: May 2026

1. About Us

Dublin Municipal Theatre is a not-for-profit multi-purpose theatre venue. We process personal data to support our artistic, educational and charitable activities.

We are committed to protecting your personal data and using it in a clear, fair and transparent way.

Contact:

Email: info@smockalley.com

Address: Smock Alley Theatre, 6/7 Exchange Street Lower, Dublin 8, D08 EH67

2. What Information We Collect

We collect personal data when you:

- Buy tickets or make a donation
- Join our mailing list
- Take part in workshops, events or programmes
- Volunteer or work with us
- Apply for a job
- Visit our website or premises

Types of data we may collect:

- Contact details (name, email, phone, address)
- Transaction details (ticket purchases, donations)
- Communication preferences
- Participation information (e.g. workshops, volunteering)
- Payment information (processed securely by providers)
- Images (photography/video at events)
- CCTV footage for safety and security

Sensitive data

In some cases, we may collect limited sensitive data (e.g. access requirements, allergies, health information). This is only used where necessary and with your consent.

Website & cookies

We use cookies and tools such as Google Analytics to understand how our website is used and improve your experience. You can control cookies through your browser settings.

3. How We Use Your Data

We use your data to:

- Process ticket bookings, donations and payments

- Communicate with you about events or activities
- Provide customer service and respond to enquiries
- Manage participation in programmes or projects
- Send marketing communications (where permitted)
- Improve our services and understand our audiences
- Meet legal and regulatory obligations
- Ensure safety and security (including CCTV)

Legal basis

We rely on the following lawful bases:

- **Contract** – to fulfil bookings or agreements
- **Consent** – for marketing or specific uses
- **Legal obligation** – for compliance (e.g. financial records)
- **Legitimate interest** – to operate and improve our services

4. Marketing

We may contact you about events, offers and ways to support our work:

- By email or by post (if you have opted in or are an existing customer)

You can unsubscribe at any time:

- Via the link in emails
- By contacting info@smockalley.com

We may analyse booking history to tailor communications, but you can object to this at any time.

5. Sharing Your Data

We do not sell your data.

We may share your data with trusted third parties where necessary, including:

- Ticketing and CRM systems
- Payment processors
- Email and marketing platforms
- IT and support providers
- Professional advisers and auditors
- Public bodies or regulators where required

We ensure appropriate safeguards are in place with all providers.

We may also share anonymised data for research and reporting purposes.

6. Photography, Video & CCTV

We may take photographs or video recordings at events for promotional purposes. We will make this clear at the time.

CCTV operates on our premises for safety and security.

7. How Long We Keep Your Data

We retain data only as long as necessary:

- Ticket buyers, donors, participants: up to 5 years after last engagement
- Financial records: up to 6–7 years (legal requirement)
- Job applicants: 6 months (unsuccessful candidates)
- Ongoing relationships: for the duration of the relationship

We may retain data longer where required by law or to resolve disputes.

8. Keeping Your Data Secure

We take appropriate technical and organisational measures to protect your data, including secure systems and restricted access.

9. Your Rights

Under GDPR, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Request transfer of your data
- Withdraw consent at any time

You also have the right to complain to the Data Protection Commission.

10. Updating Your Information

You can update your details or preferences at any time:

- Through your online account (if applicable)
- By contacting info@smockalley.com

11. Contact Us

For any data protection queries:

Email: info@smockalley.com

Write to:

Data Protection

Smock Alley Theatre

6/7 Exchange Street Lower

Dublin 8, D08 EH67

For complaints: osgar@smockalley.com

12. Changes to This Policy

We may update this policy from time to time. Updates will be posted on our website.