



Privacy Policy

The Royal New Zealand Ballet is committed to protecting your personal details in accordance with the Privacy Act 1993.

This privacy statement outlines how we collect data, and what we do with your personal information. The Royal New Zealand Ballet collects information in four main ways:

1. Ticketing Agencies
2. Email Newsletter/e-communications
3. Donating to/purchasing directly from the RNZB via web (www.mynzballet.org.nz), phone, postal form or email
4. Anonymised survey responses

Firstly, if you purchase a ticket to a performance by the RNZB, your details will be passed to us by the relevant ticketing agency, for example, Ticketek or Ticketmaster. Part of the conditions of our receiving data from ticketing agencies is that we comply with the Privacy Act, and we do our utmost to adhere to its principles.

Once we receive personal information, currently your name, postal address, contact telephone number, your ticket information and sometimes your email address, we are only able to use it for legitimate marketing purposes. This will principally be to let you know about future performances and events involving the Royal New Zealand Ballet. We will not trade or rent your details to any other organisations.

Your information will be held securely by the RNZB on a double password protected database called Tessitura and will only be accessed by appropriately trained and supervised personnel who have received appropriate training in data management and security. We do not receive any credit card information from ticketing agencies.

The RNZB shares this PCI (Payment Card Industry) compliant database software, Tessitura, with the Royal New Zealand Ballet Foundation, the New Zealand Symphony Orchestra and New Zealand Opera. A strictly limited amount of information (name, address and primary telephone number only, as would be recorded in a public telephone directory) are visible to all users, all other personal information, including ticket, membership and donation history, email contact information, correspondence and event attendance are only visible to the organisation to which they relate.

Secondly, if you sign up to receive our email newsletter, your email address will be recorded and held securely. You will only receive emails from the Royal New Zealand Ballet, principally the monthly email newsletter. Every email will include the option to unsubscribe.

The Royal New Zealand Ballet will send you marketing material via our email marketing and communication platform WordFly, only if you have given or expressed permission to hear from us

via our website registration form, or through opting in via the ticketing agency through which you purchase your tickets. WordFly gives you the opportunity to manually manage your preferences and unsubscribe.

Thirdly, if you make a donation or purchase a subscription, merchandise, tickets (including to Education events) or a Friends of the RNZB membership via the RNZB ticketing website (www.mynzballet.org.nz) or over the telephone, the contact information that you supply will be included on our database. Your credit card details will be encrypted and transacted securely through Windcave (formerly Payment express). If you make a donation or purchase tickets or a membership with a postal form, all hard copies will be locked in a secure cabinet and will be securely disposed of within 30 days.

Lastly, if you complete an RNZB post-performance survey, you are agreeing to the RNZB collecting and storing the information you provide. Survey responses are anonymised, and you have the right to not provide any identifying factors. The data gathered will be stored securely with our third party communication platform, WordFly, and on the RNZB's internal server. This data can be shared in the form of reports with the RNZB's sponsors and funders, including the Ministry of Culture and Heritage, and is used to assist the RNZB in improving customers' ballet experience.

Cookies:

You can browse our website anonymously. We do not collect any identifiable information about you on our website unless you choose to give it to us. We analyse non-identifiable web traffic data for statistical purposes, but we do not personally identify users.

The RNZB may use cookies to store some information from your browser, commonly known as a 'cookie'. This is a small text file that a server places on your hard drive to 'remember' your browser in subsequent visits. The RNZB uses cookies to provide a more customised service and facilitate online transactions. If you do not wish to use cookies, please do not use the RNZB website.

You have the right to access and correct your personal information and privacy preferences at any time. If you are concerned about a breach of your privacy by the Royal New Zealand Ballet or have any questions, please contact our Privacy Officer at the address below or by emailing:

Changes to this Policy:

This Privacy Policy may be updated periodically and without prior notice to you to reflect minor changes in our information practices or relevant laws. Should any substantive changes be made to the way we collect and store information we will let customers know via our monthly e-News and website rnzb.org.nz/news/. You can see when this Privacy Policy was last updated by referring to the date at the end of this document.

enquiry@rnzb.org.nz

Privacy Officer
Royal New Zealand Ballet
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This policy was last reviewed in July 2021 and updated with a minor change – name change of the Ballet Foundation of New Zealand to Royal New Zealand Ballet Foundation.