



## Privacy Policy – Customer Satisfaction Surveys

We're committed to protecting and respecting your privacy and to complying with data protection legislation. This policy sets out how we do that, and how we support your rights concerning any personal data that we process or store.

### Who are we?

Purple Seven Ltd delivers post-show customer satisfaction surveys on behalf of theatres and arts companies who want to deliver fantastic service. We are based on Coventry in the UK and our company registration number is 04576476. We are also registered with the Information Commissioner and our registration number is Z769796X.

### What this policy covers?

This policy covers the data that we process and store about people who complete post-show surveys.

### Information we may collect and process about you

As we are the processors of the data on behalf of the Data Controller (the Cultural Organisation) we operate:

1. In line with the privacy policy of the theatre or arts organisation whose show you have attended, we process your email address to send you the survey invitation
2. Information that you provide when you complete a post-show survey including sensitive data of your ethnicity where you have provided it
3. We collect your IP address and information on the device you used when you accessed and completed the survey

### How we use your information


1. Your survey responses are made available to the arts organisation whose event you attended. These are not shown alongside your contact details so the arts organisation does not know who said what, but can better understand satisfaction levels across their audience as a whole.
2. We mask your email and put your survey responses into an aggregated dataset for statistical analysis, to help us understand customer feedback across the whole industry.

### Where do we store data

Our data is stored in a secure data hosting facility in the UK.

### How long do we retain data

Our customers pass email contact data to us for processing and our software has settings so that they can specify how long it is kept, according to their own data retention policies.

A decorative graphic in the top left corner consisting of several overlapping, semi-transparent triangles in shades of purple, teal, orange, and red, arranged in a geometric pattern.

Once you have completed the survey, your responses are protected using a method called Pseudonymisation which is a security method designed to keep your information safer. Pseudonymisation is still classed as personal data because it cannot be guaranteed that the masking process could be reversed. This data is retained within an aggregated data set for up to 10 years.

### Our legal basis for processing

The organisation whose show you have seen have a legitimate interest in seeking your feedback to help them understand how well their organisation is meeting the needs of its audiences and to find ways to improve.

Purple Seven processes the responses to the surveys for statistical purposes. Under the GDPR Article 89, certain data subject rights do not apply.

Contact us if you require more information:

Purple Seven Ltd  
IC2.4-2.5 The Technocentre  
Puma Way  
Coventry  
CV1 2TT  
[finance@purpleseven.com](mailto:finance@purpleseven.com)

0203 0211 644