

THE FREDERICK ASHTON FOUNDATION PRIVACY POLICY

The Frederick Ashton Foundation is committed to protecting your privacy. We will use the personal information that we collect about you in accordance with the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003, and, from 25 May 2018, the General Data Protection Regulation.

This Policy explains when and why The Frederick Ashton Foundation (we) collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time, so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to info@frederickashton.org.uk or in writing to The Frederick Ashton Foundation, Royal Opera House, Covent Garden, London WC2E 9DD.

Who are we?

The Frederick Ashton Foundation exists to enrich and preserve the legacy of Frederick Ashton (1904–1988) and his catalogue of over 100 ballets. The Frederick Ashton Foundation is a registered charity in England and Wales (no.1143433) and company limited by guarantee in England and Wales (no. 7647089). The registered office address is The Frederick Ashton Foundation, Royal Opera House, Covent Garden, London WC2E 9DD.

How do we collect information from you?

When you use The Frederick Ashton Foundation's website:

We obtain information about you when you use our website, for example, when you contact us, make a donation, or if you register to receive our regular newsletters. The personal information we collect might include your name, address, email address, IP address and information regarding what pages are accessed and when. If you make a donation online or make a payment online your card information is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

When we send you an email:

We keep a record of the emails we send you, and we may track whether you receive or open them. If you click on a link in an email, we will log this.

When you donate to The Frederick Ashton Foundation:

We will collect your name and contact details and maintain a record of your donation. We will never store your credit card number.

When you give us personal information:

We will keep your details when you sign up to receive email communication from us.

Sensitive personal information:

Sometimes we may ask you to provide sensitive personal information (such as details about a disability), when you book for certain events or when you apply for a job. As with all the personal information we hold, sensitive personal information is held securely and restricted to those who need to use it. We will delete sensitive personal information when we no longer need it.

How we hold your personal information

Your personal information may be held and processed on The Frederick Ashton Foundation's

systems or systems managed by suppliers on behalf of The Frederick Ashton Foundation, on secure servers. We maintain a database to hold contact details and a record of your interactions with The Frederick Ashton Foundation such as donations, queries, complaints and attendance at special events. Where possible, we aim to keep a single record for each customer. This is presently supported by our use of Mailchimp as a means of sending marketing communications to you.

Your personal information is always held securely. Access to customer information is strictly controlled. The database can only be accessed by people who need it to do their job.

How is your information used?

We may use your information to:

- process a donation that you have made;
- to carry out our obligations arising from any contracts entered into by you and us;
- contact you about our programmes and events;
- seek your views or comments on the programmes we deliver;
- notify you of changes to our programmes;
- send you communications which you have requested, and others that may be of legitimate interest to you. These may include information about masterclasses, appeals or other events.
- process a grant or job application.

How long will we keep your personal data for?

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of Gift Aid). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us. In practice this means that we keep your personal information for 7 years in most cases.

Who has access to your information?

Only members of the Frederick Ashton Foundation team who need it to fulfil their job.

We will not sell or rent your information to third parties or share your information with third parties for marketing purposes.

Third Party Partners working on our behalf:

We may pass your information to our third-party partners, agents, subcontractors and other associated organisations for the purposes of completing tasks and delivering programmes to you on our behalf (for example to process donations and send you mailings). However, when we use third party partners, we disclose only the personal information that is necessary to deliver the programme.

When you are using our secure online donation pages or online payment pages, your money is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

Your rights

- You have the right to object to the processing of your personal information.

- If the personal information we hold about you is incorrect you can ask us to correct it.
- You have the right to ask us to delete the personal information that we hold about you.
- You have a right to ask us to restrict how we use your personal information.
- If we change the way that we use your personal information at any point, we will amend this privacy notice and send the updated version to you no less than four weeks before we make the change.
- You also have a right to know what personal information we are holding about you (including in a format which is compatible with your computer system).
- If you would like to know what personal information we are holding about you, please submit a request via info@frederickashton.org.uk. We may require you to verify your identity before we provide you with the requested personal information.

How you can access and update your information

The accuracy of your information is important to us. If you change your email address, or any of the other information we hold is inaccurate or out of date, please email us at info@frederickashton.org.uk or write to The Frederick Ashton Foundation, Royal Opera House, Covent Garden, London WC2E 9DD.

You have the right to ask for a copy of the information The Frederick Ashton Foundation holds about you. (We may make a charge for information requests to cover our administration costs).

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

Review of this Policy

We keep this Policy under regular review. This Policy was last updated in September 2025.

How to contact us

If you have any comments or requests relating to this policy, please contact us using the details below:

Email: info@frederickashton.org.uk

Postal Address:

The Frederick Ashton Foundation
Royal Opera House
Covent Garden
London WC2E 9DD

If you consider that we have not acted properly when using your personal information you can contact the Information Commissioner's Office: ico.org.uk