



PRIVACY POLICY

The Frederick Ashton Foundation ('we', 'our', 'us') is committed to protecting your privacy. We will use the personal information we collect about you in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Data (Use and Access) Act 2025 and the Privacy and Electronic Communications Regulations 2003.

We comply with the data protection principles set out in these laws, including lawfulness, fairness, transparency, purpose limitation, data minimisation, accuracy, storage limitation, integrity and accountability.

This Policy explains when and why we collect personal information about people who visit our website or are in contact with us in any other way, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may update this Policy from time to time, so please check this page occasionally to ensure you are happy with any changes. By using our website, you agree 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.

1. WHO WE ARE

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 registered in England and Wales as Charity No. 1143433 and a Company limited by guarantee No. 07647089.

The principal office address is Royal Opera House, Covent Garden, London WC2E 9DD, and the registered office is Appledram Barns, Birdham Road, Chichester PO20 7EQ.

The Frederick Ashton Foundation acts as the Data Controller for personal data we collect and is responsible for ensuring that your information is handled lawfully and securely.

The Frederick Ashton Foundation monitors and complies with updates to UK data protection law, including the Data (Use and Access) Act 2025, which amends and supplements the UK GDPR and the Data Protection Act 2018. We review our policies and practices regularly to ensure that any changes introduced by this Act are reflected in how we handle your personal information.

2. HOW WE COLLECT INFORMATION FROM YOU

When you use our website:

We obtain information about you when you use our website, for example, when you contact us, make a donation, or register to receive our newsletters. The personal information we collect may include your name, address, email address, IP address and details of the pages you visit.

If you make a donation or payment online, your card information is not held by us; it is collected by our third-party payment processors, who specialise in the secure capture and processing of credit/debit card transactions.

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 may log this information.

When you donate to us:

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

When you give us personal information:

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

Sensitive personal information:

Sometimes we may ask you to provide sensitive personal information (for example, details about a disability) when you book for certain events or apply for a job. Such information is held securely, restricted to those who need it, and deleted when no longer required.

Data (Use and Access) Act 2025:

We also recognise the additional lawful bases and compliance requirements introduced under the Data (Use and Access) Act 2025, and we will update this Policy as further provisions come into force.

3. HOW WE HOLD YOUR PERSONAL INFORMATION

Your personal information may be held and processed on our own systems or those managed by suppliers on our behalf, using secure servers. We maintain a database to hold contact details and records of your interactions with the Foundation, such as donations, enquiries, complaints, or attendance at events.

We currently use Mailchimp to send communications to you. Access to data is strictly controlled and limited to authorised personnel only.

4. HOW WE USE YOUR INFORMATION

We may use your information to:

- process a donation you have made
- carry out our obligations under any contracts entered into with you
- contact you about our programmes and events
- seek your views or feedback on our work or programmes we deliver
- notify you of changes to our activities or policies

- send you communications you have requested or that may be of legitimate interest, such as masterclasses, appeals, or other events
- process grant or job applications

We will only process your personal data where we have a lawful basis under the UK GDPR. This may include where it is necessary to:

- Perform a contract with you
- Comply with a legal obligation
- Protect someone's vital interests
- Pursue our legitimate interests (such as managing our charitable activities, communicating with supporters or direct marketing of events that may be of interest to you)
- Where you have given consent (for example, to receive newsletters)

5. COOKIES AND WEBSITE ANALYTICS

We use cookies and similar technologies to enhance your experience on our website and to collect anonymous analytics data about usage. You can manage or disable cookies through your browser settings.

6. HOW LONG WE KEEP YOUR PERSONAL DATA

We review our data retention periods regularly. We are legally required to hold some types of information to fulfil statutory obligations (for example, for Gift Aid claims).

We keep your personal information only as long as necessary for the purposes set out in this Policy – typically up to seven years in most cases.

7. WHO HAS ACCESS TO YOUR INFORMATION

Only authorised members of the Frederick Ashton Foundation team can access personal data as needed for their roles. We do not sell or rent your information to third parties or share your information for marketing purposes.

8. THIRD-PARTY PARTNERS WORKING ON OUR BEHALF

We may share your information with third-party service providers, agents or contractors for the purposes of performing services on our behalf (for example, processing donations or sending mailings).

When we use third parties, we disclose only the personal data necessary to deliver the service, and they are required to keep it secure and not use it for their own purposes.

When you use our secure online donation or payment pages, your payment is processed by a trusted third-party provider that complies with the Payment Card Industry Data Security Standard (PCI DSS).

9. YOUR RIGHTS

Under the UK GDPR, you have the following rights regarding your personal data:

- To be informed about how your data is used
- To access a copy of your personal information

- To request correction of inaccurate or incomplete data
- To request deletion of your data ("the right to be forgotten")
- To restrict or object to processing
- To request transfer of your data to another controller ("data portability")
- To withdraw consent at any time (where processing is based on consent)
- To lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk

If you wish to exercise any of these rights, please contact info@frederickashton.org.uk. We may ask you to verify your identity before fulfilling your request.

10. 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 other information we hold becomes inaccurate, please email info@frederickashton.org.uk or write to at the address below.

You have the right to request a copy of the personal information we hold about you. We will respond within one month, in accordance with the UK GDPR.

11. LINKS TO OTHER WEBSITES

Our website may contain links to other websites run by other organisations. This Policy applies only to our website. We encourage you to read the privacy statements of other websites you visit. We are not responsible for the privacy policies or practices of other sites.

12. REVIEW OF THIS POLICY

This policy will be reviewed by the Board of Trustees at least once every three years, or sooner if there are significant changes in data protection law or in the Foundation's activities.

13. CONTACT US

If you have any questions, comments, or concerns about this Policy or how your data is handled, please contact us at:

Email: info@frederickashton.org.uk

Postal Address:

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

If you have concerns about how your data has been handled, you have the right to contact the Information Commissioner's Office (ICO) at www.ico.org.uk.

Adopted by The Frederick Ashton Board of Trustees:	4.11.25
Date Reviewed and Confirmed by the Board:	
Review Date:	4.11.28