



Altru Drama CIC

Email Marketing Privacy and Policy Statement

The following statement is broken down into 2 distinct areas, based on the relationship Altru Drama CIC has with your school / you and your data.

Please read the headings in bold. If you are unsure as to which category your email belongs, please contact us by email: hello@altru.co.uk using the subject title 'Email Marketing List Clarification'. You will receive a response within 48 hours.

Category A:

If you have never worked with us before, but have received an email from us:

Altru Drama CIC has collected your email address and your school name which has been subscribed to this list.

The list is specific to your area and only schools from your local authority are subscribed to this list.

We do not collect your name as the email address provided on your school website / on the listed information from your local authority is a generic email and is not connected to one individual.

You are being emailed because we believe you may be interested in our product/services and our email interaction with you is entirely for promotional purposes of services which we believe you may have an interest in. This is a condition in which your data is deemed to be exempt from double opt-in methods under GDPR.

We will use the information collected to email you approximately once every three weeks.

These emails are intended to inform you about current services that Altru Drama CIC can offer your school including drama performances, workshops and projects. We may also email you with special offers and possible partnership projects.

Your information will never be sold or transferred to a third party.

Altru Drama CIC uses Mailchimp as its email provider. Your data is stored on our secure Mailchimp platform. For more information about Mailchimp's Privacy Policy please follow this link:

<https://mailchimp.com/legal/privacy/> and then click 'For Contacts'

You may unsubscribe from the list at any time. Every email you are sent will have a clear unsubscribe link which will take you immediately to a page where you can opt out of receiving future emails from us.

If you go on to purchase a service from Altru Drama CIC or work in partnership with us, you will be subscribed, with your permission, to a different list to receive our monthly newsletter as per Category B below.

This policy will be reviewed yearly during the summer term, and you will be informed immediately of any change to this policy.

Category B:

If you have worked with us recently or in the recent past:

Altru Drama CIC has collected your email address, name, school name and job title. This information has been subscribed to a list called Altru Schools.

The list is specific to teachers and schools with whom Altru Drama CIC has an existing trade or partnership relationship.

We will use the information above to email you approximately once every three weeks.

This email will be used to:

- Keep you up to date with Altru Drama CIC news and success stories.
- Inform you about current creative services that the organisation can offer your school including drama performances, workshops and projects.
- Provide you with special offers and 'first look' at projects.
- Refer you to sources of information which have been carefully curated to help support teaching and learning in school as well as to funding opportunities.

Your information will never be sold or transferred to a third party.

Altru Drama CIC uses Mailchimp as its email provider. Your data is stored on our secure Mailchimp platform. For more information about Mailchimp's Privacy Policy please follow this link:

<https://mailchimp.com/legal/privacy/> and then click 'For Contacts'

Your email was given during one of the following interactions:

- A transaction with Altru Drama CIC.
- At an event where you signed up to receive emails from us.
- You completed an evaluation form during/after a workshop or performance.

The reasons above create a pre-existing relationship which allows for this list to be exempt from double opt-in methods under GDPR.

You may unsubscribe from the list at any time. Every email you are sent will have a clear unsubscribe link which will take you immediately to a page where you can opt out of receiving future emails from us.

If you go on to purchase a service again from Altru Drama CIC or work in partnership with us, you will be re-subscribed, with your permission.

This policy will be reviewed yearly during the summer term, and you will be informed immediately of any change to this policy.