

JUNCTION THEATRE ACADEMY

Lambeth College

Policy:

Facebook/Instagram and TikTok Page (for users) GDPR Policy

Date Adopted: 05/05/2022

Purpose and Statement:

Junction Theatre Academy uses a Facebook/Instagram and TikTok page to advertise its services and connect/share with its' (and a wider) audience. The handle for our Facebook/Instagram and TikTok page is: @JunctionTheatreAcademy

Facebook/Instagram and TikTok has its own GDPR policies & uses cookies. Please refer to Facebook/Instagram and TikTok GDPR policies for further details.

Junction Theatre Academy is able to process some personal data from interactions with our Facebook/Instagram and TikTok page, which is described below, however how Junction Theatre Academy processes this data is very limited.

Distribution:

- To be displayed on our Facebook/Instagram and TikTok Page (LINK)
- This policy will be made available to members of the public on request

Review and monitoring of policy:

- Reviewed annually or in instances of legislative change
- Monitoring is part of Management and Supervision

General Principles:

- Administrators of the Junction Theatre Academy Facebook/Instagram and TikTok Page are authorised Junction Theatre Academy staff
- Junction Theatre Academy does not actively collect, harvest or store any data in connection with Facebook/Instagram and TikTok

Facebook/Instagram and TikTok Posts:**Types of Facebook/Instagram and TikTok Posts:**

- Marketing/Advertisement of our various courses, events and workshops
- General News and updates including, but not limited to, student achievements, photos from events

If you communicate with Junction Theatre Academy via the page we will respond to your communications & make information available to you that is relevant to those communications. If you choose to 'like' the page, you can 'unlike' at any time.

As a public Facebook/Instagram and TikTok page all communication you share to the page can be seen by anyone. If you need to discuss anything privately with Junction Theatre Academy, please contact the office.

Anonymous Data:

Administrators of Facebook/Instagram and TikTok Pages can obtain anonymous statistical data on visitors to the page, and those who 'like' the page via a function called 'Facebook/Instagram and TikTok Insights' which Facebook/Instagram and TikTok makes available to them free of charge under non-negotiable conditions of use.

The data is collected by 'cookies', each containing a unique user code, which are active for two years and are stored by Facebook/Instagram and TikTok on the device used by visitors to the page. This user code, which can be matched with the connection data of users registered on Facebook/Instagram and TikTok, is collected and processed by the Facebook/Instagram and TikTok Insight programme.

Anonymous Data our Facebook/Instagram and TikTok Page collects:

- Demographic information (including Age, Sex, Location, Relationship Status, Occupations)
- Internet usage (including times online and length of page visits)
- Sales information (including online purchase history, categories of goods or services)

How Junction Theatre Academy may use this data:

Junction Theatre Academy may use this anonymous data to target marketing to specific categories of peoples, and to effectively time manage campaigns (in terms of when to release posts and time lengths of special offers etc).

Junction Theatre Academy may also use this data in the evaluation of marketing campaigns.

How Junction Theatre Academy retain/archive this information:

Junction Theatre Academy do not remove any of this anonymous data from Facebook/Instagram and TikTok (a GDPR compliant company), except in the instance of reporting the effectiveness of advertising campaigns.

Non-anonymous Data:

Administrators of Facebook/Instagram and TikTok Pages can obtain limited personal data about people who choose to 'like' and/or 'follow' the page and/or communicate with the page.

A Facebook/Instagram and TikTok user's Name is actively sent by Facebook/Instagram and TikTok to the page administrator as a notification.

The Facebook/Instagram and TikTok page contains a list of all users who 'like' or 'follow' the page.

Administrators are also able to access the profile of those who choose to 'like' and/or 'follow' the page and/or communicate with the page.

How Junction Theatre Academy retain/archive this information:

No record of names are removed from Facebook/Instagram and TikTok or used for any purpose.

Further Privacy Policies:

Please see our full privacy policy for further information follow the link on our website or contact our Managing Directors at info@junctiontheatreacademy.co.uk for a copy.