

Local Theatre Touring Alliance Limited (LTTA) Privacy Policy

Last updated: July 2026

The Local Theatre Touring Alliance (LTTA) exists to bring people and organisations together to strengthen midscale touring across the UK. Trust is fundamental to that work. This Privacy Policy explains what information we collect, why we collect it, how we use it, who we may share it with, and the choices you have about your personal information.

We are committed to handling personal information responsibly, transparently and in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Who we are

The Local Theatre Touring Alliance Limited is the Data Controller for the personal information described in this Privacy Policy.

Company Number: 16930654

ICO Registration: ZC090083

Website: www.localtheatretouringalliance.com

Email: info@localtheatretouringalliance.com

Registered Office: c/o Theatre Royal Wakefield, Drury Lane, Wakefield, West Yorkshire, England, WF1 2TE

If you have any questions about this Privacy Policy or how we use your information, please contact us using the details above.

You also have the right to complain to the Information Commissioner's Office (ICO) if you believe your personal information has not been handled appropriately. We hope, however, that you will contact us first so that we have the opportunity to resolve any concerns.

What information we collect

The information we collect depends on how you engage with LTTA.

This may include:

- your name
- job title
- organisation

- email address
- telephone number
- postal address
- accessibility or dietary requirements for events
- payment information relating to bookings
- correspondence with LTТА
- information you provide through application forms, surveys or Expressions of Interest
- photographs or video where you have attended LTТА events.

We also collect limited technical information when you visit our website, including IP address, browser type and pages visited, to help us understand how our website is used and how it can be improved.

How we use your information

We use personal information to:

- administer LTТА activities and services
- manage Supporter registrations
- process Expressions of Interest from producers and touring companies
- manage applications and bookings for Midscale and other events
- organise webinars, meetings and Working Groups
- respond to enquiries
- send newsletters and updates where appropriate
- improve our website, events and services
- comply with our legal and financial obligations.

Where we send marketing or promotional communications, you can unsubscribe at any time.

Lawful basis for processing

Depending on the activity, we process personal information because:

- it is necessary to fulfil a contract with you;

- you have given us your consent;
 - we have a legal obligation to do so; or
 - we have a legitimate interest in delivering LTТА's charitable and organisational purposes, provided those interests do not override your rights and freedoms.
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Midscale, Expressions of Interest and introductions

A core purpose of LTТА is to help venues, producers and other organisations connect with one another.

If you submit an Expression of Interest, apply for Midscale, register as a Supporter or participate in another LTТА activity, we may use the information you provide to:

- assess applications;
- facilitate introductions;
- share relevant opportunities;
- administer events and activities; and
- help build productive relationships across the touring sector.

We will only share personal information where this is necessary to deliver LTТА activities, where you have requested an introduction, where you have given permission, or where you would reasonably expect us to do so.

Applications for Midscale and similar opportunities may be reviewed by members of the LTТА Board and others assisting with the assessment process.

Who we share information with

We never sell your personal information.

Where necessary, we may share information with:

- members of the LTТА Board;
- event venues;
- trusted suppliers who help us deliver our services;
- professional advisers;
- payment or mailing providers;
- organisations where you have requested or agreed to an introduction; or

- public authorities where required by law.

All suppliers handling personal information on our behalf are required to do so securely and only for the purposes agreed with LTТА.

Our technology providers

From time to time LTТА uses trusted third-party systems to deliver its activities.

These may include website hosting, online forms, email communications, video conferencing and event management platforms.

Current providers include Microsoft 365, Mailchimp, Jotform and GoDaddy. Additional platforms may be introduced as LTТА develops.

Where suppliers process information outside the UK, we ensure that appropriate safeguards are in place in accordance with UK GDPR.

Photography and filming

Photography and filming may take place at LTТА events for reporting, promotional and archival purposes.

Where appropriate, delegates will be informed in advance and given the opportunity to let us know if they would prefer not to appear in photographs or recordings.

Specific arrangements relating to Midscale are explained within the Midscale Participation Terms.

Keeping your information safe

We take appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse or disclosure.

While no system can ever be completely secure, we work to ensure that the systems and suppliers we use meet appropriate security standards.

How long we keep information

We keep personal information only for as long as is reasonably necessary for the purpose for which it was collected and to meet legal, financial and operational requirements.

Retention periods vary depending on the type of information and the activity involved and are reviewed periodically.

When information is no longer required, it is securely deleted or anonymised.

Your rights

Under UK data protection legislation you have the right to:

- request access to your personal information;
- ask us to correct inaccurate information;
- request that information is deleted in certain circumstances;
- restrict or object to particular types of processing;
- request transfer of your information where applicable;
- withdraw consent where processing relies upon consent.

To exercise any of these rights, please contact us at:

info@localtheatretouringalliance.com

Cookies

Our website uses cookies to help it function effectively and to understand how visitors use the site.

Cookies may be used to:

- remember your preferences;
- understand website performance;
- improve user experience; and
- help us develop future content and services.

Where required, you will be given the opportunity to manage your cookie preferences when visiting our website.

Changes to this Privacy Policy

LTTA is a growing organisation and our activities will continue to develop.

We will review this Privacy Policy regularly and update it whenever necessary. The latest version will always be published on our website, together with the date it was last updated.

Where changes are significant, we will take reasonable steps to bring them to the attention of our Supporters and others affected.

Thank you for supporting the Local Theatre Touring Alliance.

July 2026