

Privacy Notice

How the Capitol Theatre's Policy Protects Your Privacy

The Capitol Theatre is committed to protecting the personal information you provide when you buy tickets to any of our performances, become a member, subscribe to our newsletter, enroll in our educational and outreach programs or make a donation.

Collection, Use and Disclosure

Collection

The personal information that you voluntarily provide to the Capitol Theatre is protected under the provisions of Canada's *Personal Information Protection and Electronic Documents Act* (PIPEDA). The Capitol Theatre will only collect personal information which is related to its operating programs and activities. Depending on the nature of the transaction, the Capitol Theatre may collect information such as your name, address (post and electronic), and telephone number related to ticket purchases, memberships, donations, newsletters and information mailings. The Capitol Theatre may also collect demographic information such as your date of birth, gender and language preference for marketing and fundraising purposes. The Capitol Theatre may also collect information about your browsing activities on the website of the Capitol Theatre in the manner and subject to the limits set out below.

Use

The Capitol Theatre is committed to its relationship with its patrons and donors. The personal information which the Capitol Theatre collects about you as a patron or donor may be aggregated, used and analyzed in various ways to improve the Capitol Theatre's effective stewardship of its relationship with you. The Capitol Theatre may also use your information to:

- mail your tickets;
- respond to your inquiries;
- send you membership renewal forms;
- inform you of important changes to Capitol Theatre performances;
- provide you with our newsletters and brochures;
- conduct financial transactions;

- administer contests and promotions;
- notify you of special events and performances;
- request feedback on customer service through surveys;
- solicit financial support and ticket purchases;
- generate statistics.

The Capitol Theatre may also use your personal information for other purposes as permitted under the PIPEDA and/or required by law.

Disclosure

Your personal information is not shared, rented, exchanged or otherwise disclosed to any outside third party except where authorized and or required by law and as detailed in this Privacy Notice.

The Capitol Theatre uses external services and suppliers to assist it in various functions such as financial and IT services, processing ticket transactions and data storage, processing and analytics. Through agreements with these partners and their commitment to protect your privacy, please know that your information is managed with the same level of sensitivity as applied by the Capitol Theatre itself.

The Capitol Theatre may use cloud-based services to store or process your information. Those services may transmit your information through or store your information on servers located in the United States of America (USA). When located in the USA, your information will be subject to the Federal and State laws applicable where the server in question is located.

Fundraising and donations

It is with the contribution of donors and sponsors that the Capitol Theatre continues to fulfill its mission. Therefore, it is reasonable to expect that your personal information will be used, in order to:

- thank donors and issue tax receipts;
- invite donors, sponsors and members to special events and functions;
- provide assistance with ticket purchases and ticket exchanges;
- provide donors with our newsletters and stewardship reports regarding their gift;
- provide recognition in print materials;
- solicit donations;
- coordinate and steward the relationship between the Capitol Theatre, and patrons; and

- generate statistics.

Internet Usage Information

Software programs are used to monitor network traffic and to identify unauthorized attempts to upload or change information, or otherwise cause damage. When you visit the Capitol Theatre website, these software programs automatically receive and temporarily store information supplied by your browser (for example, browser type and operating system) in our webserver logs. Some of the information automatically collected by our servers when you browse our website includes:

- the network location and the Internet Protocol (IP) address of the computer you used to contact the Capitol Theatre website;
- the name of the domain you used to access the Internet (.com, .org, .net, .ca, etc.);
- the type of browser you used;
- the type of operating system you used (Windows, Mac OS, etc.)
- the date and time you accessed the site;
- the pages you have accessed and the documents you have downloaded; and
- the Internet address of the website from which you linked directly to our site, if applicable.

The Capitol Theatre also uses standard internet usage information obtained through technology in the following ways:

- Determine whether Capitol Theatre website visitors are correctly accessing online content and programs (e.g. educational resources and podcasts), and ensure they are delivered in both of Canada's Official Languages;
- Measure the effectiveness of Capitol Theatre marketing campaigns by tracking the regional location of Web visitors (down to the level of city boundaries only) and information such as "click-through" and movement within the Capitol Theatre website;
- Conduct year-over-year market research analysis of Capitol Theatre Web visitor engagement and online buying patterns and trends from one programming season to the next in order to attract more audience members to the Capitol Theatre; and
- Determine the types of devices used by Capitol Theatre Web visitors and tailor content to their platforms.

Cookies

Cookies are used to track how our visitors use this site, to determine sites previously visited, to improve the provision of services to patrons, or to facilitate the use of secure portions of this site. A cookie is a file that may be placed on your hard drive without your knowledge by a website to monitor your use of the site. Cookies are compiled into statistical information on traffic patterns and are used to assess and improve the efficiency of the site.

In addition, we use cookies to learn about how patrons interact with the Capitol Theatre website, as part of our overall effort to coordinate our relationship with our patrons and donors, and to personalize the services which we are able to offer.

Please note that this tracking is not mandatory, and you are free to opt-out of this tracking by disabling or blocking cookies while visiting the Capitol Theatre website.

Google Analytics

Google Analytics, a Web analytics service provided by Google Inc., helps to measure traffic patterns to, from, and within our public websites. This analytics measurement tool uses "session" and "persistent" cookies to collect standard Internet log information and to track visitor behaviour information in an anonymous form. Persistent cookies are stored on your computer and expire two years after your last visit to our websites. The information generated by the cookies about your use of the website (including your IP address, truncated to ensure your anonymity) is transmitted to Google. No personal, identifying information is recorded or provided to Google. This anonymous information is then used to evaluate visitors' use of the website and to compile statistical reports on Canada Site activity. The aggregate data and statistical reports are used only to help us make our site more useful to visitors and are made available only to Web managers and other designated staff who require this information to perform their duties.

For further information about Google Analytics, please refer to [Google Analytics Privacy Policy](#).

If you wish, you may opt out of being tracked by Google Analytics by disabling or refusing the cookies; by disabling JavaScript within your browser; or by using the [Google Analytics Opt-Out Browser Add-On](#). Disabling Google Analytics or JavaScript will still permit you to access comparable information or services from our websites. However, if you disable your session cookie option, you will still be able to access our public website, but you might have difficulties accessing any secure services.

If you have never disabled the session cookie option, it should be enabled by default. To disable cookies or JavaScript, please refer to your vendor's browser instruction guide.

Protection of Children's Personal Information

The Capitol Theatre offers some of the most comprehensive and diverse programming for young artists and young audiences in the region. Through its educational and outreach programs the Capitol Theatre Academy inspires the young artistic enthusiasts of the province. The Capitol Theatre will collect contact information on children over the age of 12 who participate in Capitol Theatre programs, solely for identification purposes and to apprise them of other educational opportunities. Please note that a signature from the parent or guardian is required if the participant is under 18 years of age.

Your Choice - Your Rights

We are compliant with Canada's Anti-Spam Legislation (CASL). Commercial Electronic Messages which are sent by the Capitol Theatre will be sent in accordance with the provisions of that legislation.

If at any time you would like to access, correct or add to your personal information that we maintain, make a complaint regarding the management of your personal information or regarding our compliance with CASL, or be removed from any of our mailing lists for any of the Capitol Theatre services, we encourage you to contact the Privacy Officer, at privacy@capitol.nb.ca, who will address your concerns, complaints and questions.

Mailing address:

811, Main Street, Moncton NB, E1C 1G1

Telephone:

506-389-5955

If we are unable to resolve a complaint regarding the management of your personal information in a satisfactory manner, you can contact the Office of the Privacy Commissioner of Canada, at www.privcom.gc.ca.

Please note that this website provides links to other sites that are not covered by this privacy policy.