



GDPR Guidance Sheet

What is GDPR?

- GDPR stands for General Data Protection Regulation.
- It is a piece of European legislation that protects personal information.
- It involves keeping data collection to a minimum, ensuring data is correct and building security measures to prevent data leaks.
- You can find out more here: [Quick Guide to the Principles of Data Protection](#)

Customer Information

- When customers buy tickets on Ticketsource, they can opt in to receive promotional emails from the venue they are booking for.
- Consent is key! We will never share details of anyone who has not given consent to be contacted.
- At the end of each season, we will send you a spreadsheet with the list of email addresses of people who have given consent to receive promotional emails from you.
- Below, we have outlined a few simple steps you can take to keep the document secure and ensure you are following GDPR guidelines.
- You can do the same for any email addresses you have collected locally.

Steps to Keep the Data Secure and Up To Date

1. Secure the document with a password

- Open the document where you store customer information
- Click file in the top left corner
- Click info
- Click Protect Workbook
- Choose Encrypt with Password from the dropdown menu
- Set a password that you will remember

Depending on the software you're using, the instructions may differ slightly. Get in touch with us if you're having any issues.

2. Keep the details up to date

- It's important to ensure the details you store are correct and that you delete any incorrect information.
- Send an annual email to your contacts to ask if their email address is correct and if they still wish to be on the mailing list.
- Keep track of your annual checks by adding the date your contacts gave consent in your contacts list.

3. Give your contacts the option to opt out of promotional emails every time you send an email.

- When you email your contacts, you must give them the option to opt out of receiving promotional emails from you.

- You can use this template:

To ensure *your venue name* messages reach your inbox, please add *your email address* to your address book.
To opt out of receiving promotional emails, simply reply to this email and let us know.

- **Make sure you delete all the information you have stored for anyone who ops out.**
4. If you have any questions, don't hesitate to get in touch with us at info@highlightsnorth.co.uk and we'll be happy to help.
 5. You can also get advice from the Information Commissioner's Office (ICO) here: [Advice and Services from ICO](#)