

# SAGE & JESTER PRIVACY STATEMENT (V3)

## Introduction

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Sage & Jester's mission is to provide participants in our productions and events with an experience of modern culture that is technology-led and fact driven but also inquisitive, accessible, authentic and educational. Through our immersive events, products, and services, we aspire to create a meaningful connection with attendees at our events.

We are committed to protecting your privacy and the integrity of your personal information. This Privacy Policy ("**Policy**") explains how we collect and process your personal data, your privacy rights, and how the law protects you.

This Policy describes:

- what information we may collect about you
- how we will use the information we collect about you
- when we may use your details to contact you
- whether we will disclose your details to anyone else
- your choices and controls regarding the personal information you provide to us

Whenever you provide personal data to us, we are legally obliged to use your information in line with all applicable laws concerning the protection of such data, including the Data Protection Act 2018; Regulation (EU) 2016/679 General Data Protection Regulation, as converted by Section 3 of the European (Withdrawal) Act 2018 (known as "UK GDPR"); and the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019 (these laws are referred to collectively in this Policy as the "**data protection laws**").

## Who We Are

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This Policy is issued on behalf of Sage & Jester Limited ("**we**", "**us**", "**our**"), a company incorporated under the laws of England and Wales with company number 14402278 having its registered office at Clerkenwell House, 45-47 Clerkenwell Green, London, England EC1R 0EB. For the purposes of the data protection laws, Sage & Jester Limited is the data controller and the entity responsible for the content and operation of <https://sageandjester.com> (the "**Website**").

Sage & Jester is registered with the UK Information Commissioner's Office with registration number 14402278

## Scope

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It is important that you read this Policy together with any other privacy policy or fair processing policy we may introduce for specific data collection or processing purposes

so that you are fully aware of how and why we are using your data. This Policy supplements other notices and privacy policies and is not intended to override them.

This Policy applies to anybody who:

- uses this Website and/or who uploads personal data using this Website;
- purchases tickets and/or attends our events; and/or
- sends to us by any means videos, audio recordings or written material, or requests communication through our Website.

This Policy will continue to apply even if you are diverted from our Website to a third-party ticketing portal. You will be asked to agree to this Policy on or before the point of sale.

This Policy also applies to personal data we process in pursuit of our own marketing and business development efforts. We may also ask you for personal data when you report a problem on our Website.

The Website is not intended for children and we do not knowingly collect data relating to children. If we discover that personal information of individuals under 18 has been provided to us, we will delete that information as soon as possible.

### **Changes to this Policy**

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We reserve the right to amend this Policy from time to time. This version of the Policy was last updated in February 2026.

### **Acknowledgement**

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The first time you submit data via the Website or purchase tickets for our events, you will be asked to acknowledge and accept the practices described in this Policy. If you do not accept this Policy, you will not be able to purchase tickets for our events or submit material via the Website.

In addition, we will endeavour to bring this Policy to your attention every time we ask for your personal information or in advance of your attendance at one of our events, and we will seek your specific consent whenever this is required.

### **Categories of personal data we collect from you**

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Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity concerned has been removed.

We may collect (and subsequently use, store and transfer) the following personal data about you:

- your name, email address, phone number, birthday, and individual profile information when registering as a user and creating an account, making an

enquiry via the Website or the Website, or when you otherwise voluntarily submit data to us;

- videos, files or other audiovisual data you voluntarily upload via the Website;
- technical data relating to your use of the Website, such as diagnostic and performance information, your Website settings, log files, interactions with other users and information about your device;
- device information and attributes, network connections, network and device performance, browser and location information, and for diagnostics and troubleshooting purposes;
- your marketing preferences, which may be adjusted or withdrawn at any time;
- information you provide when you complete surveys or enter competitions or enrol in promotional events;
- information about your use of the Website;
- when you make a data subject access request.

## **Processing Activities**

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We will only use your personal data where you have consented to our doing so; to the extent required to fulfil a user's instructions; to improve the functionality of the Website and our services to other users, or when the law allows us to. The following table summarises the types of data processing activities we will undertake in relation to personal data subject to this Policy:

<b>Information we Process</b>	<b>Purposes for Processing</b>	<b>Legal Basis for Processing</b>
Publicly available information	<p>(1) To contact third parties to enquire whether they are interested in joining the Sage &amp; Jester community.</p> <p>(2) To create authentic, engaging and impactful content for incorporation into our immersive and interactive events and presentations.</p>	<p>(1) Our legitimate interests, namely the pursuit of our own marketing and business development efforts.</p> <p>(2) Your consent, or our legitimate interests, specifically the development of original and meaningful entertainment for attendees of our events and the wider public.</p>

<p>Any personal data you provide to us or our ticketing and/or marketing partners on or after registration, such as names, contact details, interests and preferences.</p>	<p>(1) To facilitate the delivery of the services we offer via the Website by:</p> <ul style="list-style-type: none"> <li>• establishing and maintaining contact between us and you;</li> <li>• to provide you with information regarding our events reflecting your preferences and which we feel may otherwise interest you;</li> <li>• to personalise the services we offer to meet your specific tastes and interests.</li> <li>• to provide training and receive feedback;</li> <li>• any other requests you may have as a user of the Website or as an attendee of our shows.</li> </ul> <p>(2) To deliver promotional materials when:</p> <ul style="list-style-type: none"> <li>• specifically requested;</li> <li>• consent is given by way of your marketing preferences;</li> <li>• authorised in the context of a specific request.</li> </ul> <p>(3) To allow you to tell us about your personal experiences or reflections in relation to our activities, if you choose to do so;</p> <p>(4) To allow you to participate in competitions, surveys or special features of the Website, if you choose to do so;</p> <p>(5) To notify you about changes to our services and policies;</p> <p>(6) To publish reviews and testimonials;</p> <p>(7) To promote security and good practice on the Website, to investigate suspicious activity or violation of our terms and conditions, and to ensure the Website is being used for legitimate purposes;</p>	<p>(1) The performance of our contractual obligations to you.</p> <p>(2) The performance of our contractual obligations to other users of the Website and third parties.</p> <p>(3) Your consent, or our legitimate interests, specifically the development of original and meaningful immersive and/or informative entertainment and/or the pursuit of our own marketing and business development efforts.</p> <p>(4) Our legitimate interests, namely monitoring and improving the Website's performance and level of service to users, and your consent whenever required.</p>
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	<p>(8) To establish, exercise or defend legal claims, and to prevent and deter fraudulent use of the Website;</p> <p>(9) To fulfil our contractual obligations to third parties, e.g. promotional partners, PR agencies, advertisers and publishers, and to take appropriate action with respect to copyright infringement and/or unlicensed or inappropriate content;</p> <p>(10) To use personal information, on an anonymised basis, to conduct research on ticketholders and/or event attendees, to create event content, and to assess their reactions to our activities.</p>	
<p>Information you generate when you use the Website, e.g. IP addresses, browser type, operating system, approximate location, access times and dates and referring website addresses.</p>	<p>(1) To ensure that content downloaded via the Website is presented in the most effective manner for you and your device;</p> <p>(2) To administer and protect our business and the Website, including troubleshooting, data analysis, testing, system maintenance, reporting and hosting of data;</p> <p>(2) To provide and/or enhance functionality on the Website and the user experience;</p> <p>(3) To analyse the performance of the Website, and/or diagnose performance issues;</p> <p>(4) To process payments;</p> <p>(5) To use data analysis to improve our services and the user experience, marketing, and user relationships;</p> <p>(6) To deliver relevant marketing from time to time from us and our partners;</p> <p>(7) To fulfil our contractual obligations to the owners of any video or other content made available to users to the Website;</p> <p>(8) To establish, exercise or defend legal claims, and to prevent and deter fraudulent use of the Website.</p>	<p>(1) Our legitimate interests, namely monitoring and improving the Website and our level of service to users, and your consent whenever required.</p> <p>(2) The performance of our contractual obligations to other users of the Website and third parties.</p> <p>(3) Our legitimate interests, namely monitoring and improving the Website's performance and our level of service to users, to monetise the services we provide, to deter misuse of the Website and to maintain the</p>

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	integrity and reputation of the Website.
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## Marketing Preferences

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You will only receive marketing communications from us if you have signed up for updates or have requested marketing communications from us in the past.

We will ask for your express opt-in consent before we share your personal data with any third party for marketing purposes. Please note this does not apply to any disclosure of personal data you make directly to our third party partners (including without limitation our ticketing agent LW Tickets Limited or future ticketing partners).

You may ask us to stop sending you marketing messages by clicking on the “Unsubscribe” link in our marketing messages. You may also opt out of marketing at any time by writing an email to [hello@sageandjester.com](mailto:hello@sageandjester.com).

## Sharing your personal data with third parties

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You understand and acknowledge that we use third party service suppliers and sub-processors to facilitate the functionality and activities published on the Website. These suppliers have given contractual undertakings that they will safeguard personal data disclosed to them in the course of providing such services in accordance with our instructions, and have agreed to be held liable in the event of any breach of data protection law for which they are responsible.

In addition to these suppliers, there are other third parties with whom we may need to share your personal information for the reasons set out below:

Third Party	Purposes for Processing	Legal Basis for Processing
Companies within our corporate group (including affiliates and ultimate beneficial owners of Sage & Jester Limited), or who acquire a controlling interest in our business or its assets.	To facilitate the provision and promotion of our business and to monitor our business development.	The performance of the contractual relationship between us and users to the Website, and our legitimate interests, specifically the pursuit of our own marketing and business development efforts, and your consent whenever required by law.
	To allow you to connect the Website on your chosen	The performance of our contractual obligations to

Third party applications and devices	device, and to facilitate the functionality of the Website by sharing of technical data.	you, and your consent to the extent the application or device requires disclosure of your personal data.
Suppliers, such as software/IT systems, service support, DRM software providers and other third party service providers.  LW Theatres Group Limited and its affiliated companies, including LW Tickets Limited and the Adelphi Theatre Company Limited	To facilitate the provision and promotion of the Website.  To facilitate the presentation of our events and installations, and the sale of tickets to the general public.	The performance of the contractual relationship between us and our legitimate interests, specifically the pursuit of our own marketing and business development efforts.  The performance of our contractual obligations to you, and your consent to the extent that purchasing tickets and participating in our events and installations requires disclosure of your personal data.
Professional advisors, such as accountants and solicitors.	Only when necessary, and limited to what is necessary.	Our legitimate interests, namely the proper administration of our business, or fulfilling our legal obligations to users to the Website or in relation to enforcing or defending legal claims.
Competent authorities, such as regulatory authorities, law enforcement and national tax authorities	Only when compelled to and/or when under an obligation to do so.	Compliance with legal obligations, such as for the purposes of fraud reporting or other criminal activity, or in order to apply or enforce our terms and conditions.

Your personal data will only be shared with the third parties identified above if you choose to make use of a specific Website feature where sharing of personal data is necessary for the use of the relevant feature, or you grant permission to share your personal data. This will normally involve selecting the appropriate setting by way of an automated consent mechanism.

Save as provided in this Policy, we do not monitor, control or endorse the privacy policies of any third parties

## **Your Data Subject Rights**

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We are committed to guaranteeing the statutory rights of individuals. If you send us a request regarding your rights under data protection law, or make a data subject access request ('DSAR'), we will respond within 30 calendar days of receipt and, where possible, address your request within such time. Where necessary, this period may be extended by up to a further 60 days.

The persons to whom this Policy applies are under no statutory or contractual obligation to provide personal data to us. However, should you decide to submit personal data to us, you will have the following rights, as a data subject, under data protection law as summarised below:

<b>the right to be informed</b>	<b>the right to access</b>	<b>the right to rectification</b>
<b>the right to erasure</b>	<b>the right to restrict processing</b>	<b>the right to object to profiling (i.e. automated decision-making)</b>
<b>the right to request a copy of your personal data in electronic format ('data portability')</b>	<b>the right to complain to the Information Commissioner's Office (or your local data protection authority)</b>	<b>the right to withdraw consent (e.g. to direct marketing)</b>

Please note these rights may not always apply. For example, we may decline to respond to a request falling under the headings above if fulfilling your request would require us to reveal personal data relating to another user, or if you ask us to delete information which we are required by law to keep or have a compelling legitimate interest in keeping. If this is the case, then we will let you know at the same time as we respond to your request.

We do not engage in profiling which is capable of producing legal or other significant effects for individual data subjects.

Detailed information on the content and the means to exercise your rights is provided by the Information Commissioner's Office [available here](https://ico.org.uk/global/privacy-notice/your-data-protection-rights/): <https://ico.org.uk/global/privacy-notice/your-data-protection-rights/>.

## **Retention Period**

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In respect of personal data within the scope of this Policy, we will retain such personal data until you advise us to securely dispose of it, or until it becomes outdated, or it is no longer appropriate for us to retain such data. Generally the terms and conditions of the relevant event or activity in question will specify the duration of time we will retain personal data and this will change depending on the nature of the event or activity in question. It is your responsibility to inform us of any material changes to your personal data to ensure it is accurate. Outdated personal data will be periodically deleted in accordance with our internal data retention policies. However, we will keep certain data, for example purchase history and account information, for so long as you remain a user to the Website or a subscriber to any newsletter or marketing communications we send from time to time.

Subject to receiving a request from you, we will delete or anonymise your personal data so that it no longer identifies you, unless we are legally entitled or required to maintain certain personal data, for example an unresolved issue, information required for legal, tax or audit purposes, or where we have a legitimate interest in retaining personal data, such as fraud prevention or deterrence or to maintain the security or privacy of other individuals.

## **Security Measures**

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We have taken appropriate technical and organisational measures to ensure our own and our suppliers' information security standards are appropriate to the risks associated with the personal data processing we undertake. We use a cloud-based system to store personal data we receive from users in connection with our campaigns and activities. Our security objectives include guaranteeing the confidentiality, integrity and availability of personal data and the resilience of the systems that process it. We and/or our sub-processors apply policy standards such as two-factor authentications, key management services, in-transit and at-rest encryption, access monitoring, malware blockers, regular anti-virus software updates and proactive retention and erasure policies to minimise the risk of a personal data breach. Physical records containing personal documentation are securely stored under lock and key in our offices. We have also put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

If we introduce a 'subscribers only' section to our website or similar functionality in the future, it will be your responsibility to keep any password provided to you on registration to our website secure and confidential at all times. We will not be held liable for any breach of data protection law arising from your improper use of the Website, or due to your password details being disclosed to any third party, or your failure to exercise control over your Website account settings. In the event you have reason to believe your interactions with us are not secure, or the integrity of your login has been compromised, please contact us immediately using the contact details provided below.

## **International Transfers**

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We work solely with world-class suppliers, some of whom have branches outside the European Economic Area ('EEA'). Any transfers of your personal data outside the EEA

take place only subject to appropriate safeguards as provided in data protection law. These safeguards are intended to secure your rights as a data subject with respect to any relevant non-EEA domiciled entities. The transfer of personal data to a country outside of the EEA shall take place only if one or more of the following applies:

- a. the transfer is to a country, territory, or one or more specific sectors in that country (or an international organisation), that the European Commission has determined ensures an adequate level of protection for Personal Data (Andorra, Argentina, Canada (commercial organisations), Faroe Islands, Guernsey, Israel, Isle of Man, Jersey, New Zealand, Switzerland and Uruguay.
- b. the transfer is to a country (or international organisation) which provides appropriate safeguards in the form of a legally binding agreement between public authorities or bodies; binding corporate rules; Standard Contractual Clauses adopted or approved by the European Commission; compliance with an approved code of conduct approved by a supervisory authority (e.g. the UK Information Commissioner's Office); certification under an approved certification; contractual clauses agreed and authorised by the competent supervisory authority; or provisions inserted into administrative arrangements between public authorities or bodies authorised by the competent supervisory authority.
- c. The transfer is made with your explicit consent.
- d. The transfer is necessary for the performance of our contract with you.

## **Cookies Policy**

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Our Website uses cookies. By using our Website and agreeing to this Policy, you consent to our use of cookies in accordance with the terms of this policy.

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies. Cookies are very easy to delete and block.

We use cookies for the following purposes:

- **authentication** - we use cookies to identify you when you visit our Website and as you navigate our Website;
- **personalisation** - we use cookies to store information about your preferences and to personalise the Website;
- **security** - we use cookies as an element of the security measures used to

protect user accounts, including preventing fraudulent or unlicensed use of our services, and to protect the integrity of our Website generally;

- **analysis** - we use cookies to help us to track user interaction and to analyse the use and performance of our Website and the Website;
- **cookie consent** - we use cookies to store your preferences in relation to the use of cookies more generally.

Our service providers also use cookies and those cookies may be stored on your computer when you visit our Website.

Most, if not all, browsers allow you to refuse to accept cookies by adjusting your settings. For example: (1) in Internet Explorer you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector; (2) in Firefox you can block all cookies by clicking "Tools", "Options", and unchecking "Accept cookies from sites" in the "Privacy" box.

You can also **delete** cookies already stored on your computer: (1) in Internet Explorer, you must manually delete cookie files (you can find instructions for doing so at <http://support.microsoft.com/kb/278835>); (2) in Firefox, you can delete cookies by, first ensuring that cookies are to be deleted when you "clear private data" (this setting can be changed by clicking "Tools", "Options" and "Settings" in the "Private Data" box) and then clicking "Clear private data" in the "Tools" menu.

Doing this may have a negative impact on the usability of many websites.

## **Contact**

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In relation to any queries about this Policy or any other data protection matters, please email [hello@sageandjester.com](mailto:hello@sageandjester.com).

**5 February 2026**

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