

After Life Experience

Privacy Notice

After Life is a new play by Jack Thorne based on an original Japanese film (**the Play**).

It is produced by the **National Theatre** and **Headlong** (**we** or **us**).

The Play is about an afterlife where the newly departed have to make a choice of any memory from their life in which to spend eternity.

We are collaborating with [Coney](#), makers of interactive play, to create two companion pieces to the Play for audiences under the umbrella title '**After Life Experience**'. The first piece is called the '**The Facilitation**'. It aims to offer the audience a rich and meaningful experience of choosing a memory, and then invites them to leave an audio recording describing their chosen memory. The second piece is called '**The Archive**', a public archive of memories that we are building for audiences to listen to alongside the Play.

This privacy notice sets out how your personal data will be used when you participate in the After Life Experience.

Your personal information

When you make a recording, you are sharing your personal information with the National Theatre and Headlong.

Your recording may be **made public** as part of The Archive.

Personal information means any information about you. Your name and email address are all types of personal information. Your recording may contain personal information.

Personal information about your race, ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, health, sex life, sexual orientation, and any information about criminal offences get special treatment. We call this **special information**.

Who decides how your personal information is used?

You decide whether you want to share any personal information with us.

Once you share personal information with us, the National Theatre and Headlong **jointly** decide how your personal information is used.

If you want to get in contact with us about how we use your personal information, you can email: datarequest@nationaltheatre.org.uk.

What personal information do we use?

Your contact details

We keep your name and email address so that we can identify your recording.

Only our staff members who are assisting with the collection, use, management and storage of your recording or the third party processors that are facilitating the After Life Experience will have access to your contact details. Your contact details will not be shared with any other third parties.

Your recording

There may be personal information within any recording you share with us. Depending on what you tell us, there may be special information in your recording.

You may provide your recording to us as part of the After Life Experience available at <http://www.afterlifeexperience.org>

The After Life Experience is built in html using Twine and embeds a recorder from a service called SpeakPipe. Our Staff Director for the Play and the staff of Coney who are working on the After Life Experience will be able to access your recording.

We will transfer your recording to the National Theatre's cloud storage where we will be able to listen to your recording. A decision will be made at this point whether to keep your recording for The Archive or to delete it.

Before any recording is added to The Archive, it will be listened to and moderated, and possibly edited or augmented with a sound design. We will ensure that there is nothing in your recording that allows you to be identified before we add your recording to The Archive.

Being fair when we use your personal information

We always try to balance how we use your personal information against your right to privacy.

We strike this balance by telling you how we will use your personal information before you give it to us

Depending on what you tell us in your recording, we might hold special information about you. We take steps to make sure that we keep this information safe. It is important that you always remember that anything you say to us might be made public if it is used in The Archive.

There are specific exemptions from data processing legislation that relate to artistic works and we may be able to rely on these exemptions when processing your personal information.

Security

When you send your name and recordings using the After Life Experience, they are processed and initially held by SpeakPipe. You can find out more information about how SpeakPipe uses your personal information here: <https://www.speakpipe.com/privacy>. We will delete your recording from SpeakPipe within 7 days.

If your personal information is transferred to our systems, it is stored in the UK/EU on the National Theatre's secure cloud system.

If we work with any external artistic collaborators, we will require them to enter into an agreement with us about how they use and protect your recording before we share your recording with them.

Who do we share your personal information with?

The following people and organisations will process your personal information on our behalf:

- staff at the National Theatre and Headlong who work on the After Life Experience
- staff at Coney who work on the After Life Experience
- the software providers used to enable the After Life Experience and storage of recordings

How long do we keep your personal information?

We will listen to all recordings received within 7 days and delete any which are not suitable for The Archive.

If we use your recording in The Archive, we will keep your personal information for as long as The Archive exists because your recording will be part of it.

National Theatre Archive

We may keep copies of your recording for archive and research purposes as part of the National Theatre Archive.

Your rights

You can ask us to give you a copy of all the personal information that we hold about you.

In some situations, you can also:

- ask us to correct your personal information if it is wrong
- ask us to delete your personal information if there is no good reason for us to continue using it
- object to us using your personal information
- ask us to stop using your personal information

Contact the Privacy Team at datarequest@nationaltheatre.org.uk or the Staff Director of the Play at tmoyo@nationaltheatre.org.uk if you want to ask us to do any of these things.

On some occasions because of how we may have used your personal information, we may have to refuse your request. If we do refuse, we will always write to you to explain why.

If you want to complain about how we are using your personal information, you can tell the Information Commissioner's Office (ICO) <https://ico.org.uk/make-a-complaint/>. The ICO is the organisation that oversees how we use your information, and makes sure we use it fairly.