1. Who we are and how to contact us

This privacy policy explains how Funicular Productions Ltd ("Funicular", "we", "us", "our") collects and uses personal data when you visit londonbridge.themurderexpress.com, book tickets for The Murdér Express, or otherwise get in touch with us. Funicular Productions Ltd is the data controller for the personal data described in this policy.

Funicular Productions Ltd is a company registered in England and Wales under company number 11157039, with its registered office at 25 Zoar Street, Dudley, England, DY3 2PA. We are registered with the Information Commissioner's Office (ICO) under registration number ZB457994.

If you have any questions about this policy or how we handle your personal data, you can contact us at:

- Email: info@funicularproductions.com
- Post: FAO: The Directors, Funicular Productions Ltd, 25 Zoar Street, Dudley, England, DY3 2PA

This policy was last updated on 13 November 2026.

2. What personal data we collect

We collect different types of personal data depending on how you interact with us.

When you book tickets. Our website and booking system are provided by Easol. When you book, we collect your name, email address, telephone number, billing address and the details of your booking (show, date, number of guests, seating or table preferences, menu choices and any dietary requirements or access needs you tell us about). Payment card details are collected and processed by Easol's payment provider and are not stored by us. Dietary requirements and access needs may reveal information about your health or beliefs. We only use this information to look after you on the night, and by providing it you agree to us using it for that purpose.

When you join our mailing list or waitlist. We collect your name and email address, and a record of when and how you signed up.

When you contact us. If you email us, message us on social media or fill in a form on our website, we collect your name, contact details and the content of your message, along with any other information you choose to give us.

When you browse our website. We automatically collect technical data about your visit, including your IP address, browser type and version, device type, operating system, the pages you view, how long you spend on them, the links you click and the website that referred you to us. This is collected through cookies and similar technologies, which are explained in section 4.

When you visit our venue. CCTV is in operation at our venue for the safety and security of our guests and staff. Signage at the venue tells you where cameras are in use.

When you attend the show. We may take photographs or video at our events for promotional purposes. Where we do this, we will tell you on the night and give you the opportunity to let us know if you do not wish to be included. We may also collect information needed for health and safety, such as incident and accident records.

We do not knowingly collect personal data from anyone under the age of 18.

3. How we use your personal data and why we are allowed to

UK data protection law requires us to have a lawful basis for each way we use your personal data. The table below sets out what we do with your data and the basis we rely on.

What we use your data for	Lawful basis
Processing your booking, taking payment, sending your confirmation and tickets, and running the event you have booked	Performance of a contract with you
Looking after your dietary requirements and access needs on the night	Your explicit consent, given when you provide the information
Sending you service messages about your booking, such as changes to start times, venue information or cancellations	Performance of a contract with you
Responding to your enquiries, complaints and requests	Legitimate interests (running our business and providing customer service)
Sending you marketing emails about our shows, new productions, events at Tilly's Music Hall, offers and news	Your consent, or the soft opt in for existing customers (see below)
Understanding how visitors use our website so we can improve it	Your consent (analytics cookies)
Measuring whether our advertising leads to bookings, and showing you relevant advertising on Meta platforms	Your consent (advertising cookies) and legitimate interests (promoting our shows)
Building audiences for advertising, including custom audiences and lookalike audiences on Meta	Legitimate interests (promoting our shows to people likely to be interested), with cookie consent where cookies are used
Keeping records for accounting, tax and legal purposes	Legal obligation

Keeping our venue, staff and guests safe, including incident records and CCTV where in use	Legitimate interests (safety and security) and legal obligation
Taking photographs and video at events for promotion	Legitimate interests (promoting our shows), subject to your right to opt out on the night

Marketing emails. If you have booked with us, we may send you marketing emails about similar shows and events under the “soft opt in” rules in the Privacy and Electronic Communications Regulations. You can opt out at the time of booking and in every email we send. If you have joined our mailing list or waitlist without booking, we only email you because you asked us to, and you can unsubscribe at any time using the link in any email or by contacting us.

Legitimate interests. Where we rely on legitimate interests, we have considered whether our use of your data is proportionate and whether it could cause you harm, and we have concluded that it does not override your rights and interests. You can ask us for more information about these assessments using the contact details in section 1. You also have the right to object to processing based on legitimate interests, explained in section 7.

We do not sell your personal data and we do not use it for automated decision making that has a legal or similarly significant effect on you.

4. Cookies, analytics and advertising

Cookies are small text files placed on your device when you visit a website. We also use similar technologies such as pixels, tags and local storage. Together, these allow our website to work, help us understand how it is used, and let us measure and improve our advertising.

Strictly necessary cookies. These are needed for the website and booking system to work, for example to keep items in your basket, remember your place in the checkout and keep the site secure. They are set by Easol and do not require your consent.

Analytics cookies (Google Analytics). We use Google Analytics, provided by Google Ireland Limited, to understand how visitors find and use our website. Google Analytics collects information such as the pages you visit, how long you stay, the device and browser you use, your approximate location based on your IP address and how you arrived at the site. We use this information in aggregated form to improve the website and our marketing. Google processes this data on our behalf and may transfer it to Google LLC in the United States. You can read how Google uses data from sites that use its services at policies.google.com/technologies/partner-sites and you can opt out of Google Analytics across all websites using the Google Analytics opt out browser add on.

Advertising cookies (Meta Pixel). We use the Meta Pixel and related Meta tools, provided by Meta Platforms Ireland Limited, for three purposes:

1. **Conversion tracking.** The pixel records when you take an action on our website, such as viewing a show page, starting a booking or completing a purchase. This lets us understand which of our Facebook and Instagram adverts lead to bookings and how much they cost us. Where you have completed a booking, limited information such as a hashed version of your email address may be sent to Meta so that it can match the booking to an advert you saw.
2. **Custom audiences.** We use data collected by the pixel, and in some cases customer data we hold such as hashed email addresses from our booking and mailing lists, to create audiences of people who have visited our website or booked with us. We use these audiences to show relevant adverts on Facebook and Instagram, for example to remind you about a show you looked at or to tell past guests about a new production. Any customer data we upload is hashed before it leaves our systems and Meta deletes it after the matching process.
3. **Lookalike audiences.** Meta uses our custom audiences to find other people on its platforms whose characteristics are similar to our existing guests and website visitors, so we can show our adverts to people who are likely to be interested. Meta does not share with us the identities of the people in a lookalike audience.

Meta is an independent controller of the data it receives through the pixel and uses it in accordance with its own privacy policy. Meta and we are joint controllers for the collection of data through the pixel and its transmission to Meta, under Meta's Controller Addendum. You can control how Meta uses data about you for advertising in your Facebook or Instagram ad preferences, and you can object to our use of your data for advertising audiences at any time by contacting us.

Your choices. Analytics and advertising cookies are only set with your consent. When you first visit our website you will be asked whether you accept them, and you can change your mind at any time using the cookie settings link in the footer of the website. You can also block or delete cookies through your browser settings, although blocking strictly necessary cookies may stop parts of the website from working. For more information about cookies and how to manage them, visit allaboutcookies.org.

The table below lists the cookies and similar technologies we use.

Cookie or technology	Provider	Purpose	Type	Duration
Easol session and checkout cookies	Easol	Keeps the site working, remembers your basket and checkout progress, protects against fraud	Strictly necessary	Session to 1 year
_ga	Google Analytics	Distinguishes visitors	Analytics	2 years
_ga_[ID]	Google Analytics	Maintains session state	Analytics	2 years

_gid	Google Analytics	Distinguishes visitors	Analytics	24 hours
_fbp	Meta	Identifies browsers for advertising measurement and audiences	Advertising	3 months
_fbc	Meta	Stores the click identifier from a Meta advert	Advertising	3 months
Meta Pixel	Meta	Records page views and booking events for conversion tracking and audiences	Advertising	Not a cookie; runs on each page load

5. Who we share your personal data with

We share your personal data with the following categories of recipient, and only to the extent needed for the purposes described in this policy.

Recipient	What they do for us	Data shared
Easol	Hosts our website and runs our ticketing, booking and checkout system	Booking details, contact details, payment processed by Easol's payment provider
Payment processors used by Easol	Take and process card payments	Payment card details (not seen or stored by us)
Mailchimp (Intuit Inc.)	Sends our emails to customers and manages our mailing list and waitlist	Name, email address, sign up details, booking history for segmentation
Google	Website analytics (Google Analytics)	Website usage data as described in section 4
Meta Platforms	Advertising measurement, custom audiences and lookalike audiences on Facebook and Instagram	Pixel data and hashed contact details as described in section 4
Our marketing agency	Manages our website, email marketing and advertising on our behalf as a processor	Access to the systems above as needed to carry out that work
Professional advisers	Accountants, lawyers, insurers and auditors	Only what is needed for the advice or service
Venue and event staff and contractors	Front of house, kitchen and production teams who run the show	Name, party size, table, dietary requirements and access needs

CCTV provider	Installs and maintains our CCTV system	Footage, only where needed to maintain the system or respond to an incident

Our service providers act on our instructions under written contracts that require them to keep your data secure and use it only for the services they provide to us. Meta is an independent controller for some of the data it holds, as explained in section 4.

We may also share your personal data where we are required to by law, by a court or by a regulator, where it is necessary to protect the safety of our guests or staff, or in connection with a sale, merger or restructuring of our business, in which case the buyer would be bound by this policy.

6. International transfers, how long we keep your data and security

International transfers. Some of our service providers, including Google, Meta and Mailchimp, are based in or store data in the United States and other countries outside the UK. Where your personal data is transferred outside the UK, we make sure it is protected by one of the safeguards recognised under UK data protection law. For transfers to the United States, we rely on the UK Extension to the Data Privacy Framework where the recipient is certified under it, and otherwise on the International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses. You can ask us for more information about the safeguards in place using the contact details in section 1.

How long we keep your data. We keep your personal data only for as long as we need it for the purposes set out in this policy, and then delete or anonymise it. Our standard retention periods are:

Type of data	How long we keep it
Booking records and correspondence about a booking	6 years after the event, to meet accounting and tax requirements and to deal with any claims
Dietary requirements and access needs	Until the event has taken place, after which they are deleted from our operational records
Mailing list and waitlist data	Until you unsubscribe
Enquiries and customer service correspondence	2 years after the matter is closed
Website analytics data	Up to 14 months in Google Analytics, then in aggregated form only
Advertising audience data held with Meta	Custom audiences built from website activity use data from the last 180 days; audiences built from customer lists are refreshed or deleted when the underlying list changes

Incident and accident records	3 years, or longer where required by law or an ongoing claim
Event photography and video	For as long as the material remains in use for promotion

We may keep your data for longer where we need to in order to comply with a legal obligation, resolve a dispute or enforce our agreements.

Security. We take appropriate technical and organisational measures to protect your personal data against loss, misuse, unauthorised access and disclosure. These include using reputable providers with their own security certifications, restricting access to personal data to staff and contractors who need it to do their jobs, using password protection and two factor authentication on our systems, and sending data over encrypted connections. No method of transmission over the internet is completely secure, so while we do our best to protect your data we cannot guarantee its absolute security. If we become aware of a personal data breach that is likely to result in a high risk to you, we will tell you without undue delay.

7. Your rights

Under UK data protection law you have the following rights in relation to your personal data:

- **Access.** You can ask for a copy of the personal data we hold about you and information about how we use it.
- **Rectification.** You can ask us to correct personal data that is inaccurate or incomplete.
- **Erasure.** You can ask us to delete your personal data in certain circumstances, for example where we no longer need it or where you have withdrawn your consent.
- **Restriction.** You can ask us to limit how we use your personal data in certain circumstances, for example while we check its accuracy.
- **Objection.** You can object to us using your personal data where we rely on legitimate interests, including for building advertising audiences. You can object to direct marketing at any time, and we will stop.
- **Portability.** You can ask us to give you the personal data you provided to us in a structured, commonly used, machine readable format, or to send it to another organisation, where we process it by automated means on the basis of your consent or a contract.
- **Withdrawing consent.** Where we rely on your consent, including for analytics and advertising cookies and for marketing emails, you can withdraw it at any time. This does not affect anything we did before you withdrew it.

To exercise any of these rights, contact us using the details in section 1. We will respond within one month, although we may extend this by up to two further months if your request is complex. We do not normally charge for dealing with a request, but we may ask you to confirm your identity before we act on it.

To stop receiving marketing emails, click the unsubscribe link at the bottom of any email we send. To manage advertising cookies, use the cookie settings link in the footer of our website. To control how Meta uses your data for advertising, visit your ad preferences on Facebook or Instagram.

8. Children, links to other websites, changes and complaints

Children. Children are welcome at our family-friendly shows when accompanied by an adult, but our website, booking system and mailing list are intended for adults and tickets must be bought by someone aged 18 or over. We do not knowingly collect personal data directly from anyone under 18. Information about child guests is given to us by the adult who makes the booking, as described in section 2. If you believe a child has given us personal data directly, please contact us, and we will delete it.

Links to other websites. Our website contains links to other websites, including social media platforms. This policy does not cover those websites, and we are not responsible for how they handle your data. Please read their privacy policies before giving them any personal data.

Changes to this policy. We may update this policy from time to time to reflect changes in how we use your data or in the law. The date at the top of this policy shows when it was last updated. Where the changes are significant, we will let you know by email or by a notice on our website.

Complaints. If you are unhappy with how we have handled your personal data, please contact us first using the details in section 1 so we can try to put things right. You also have the right to complain to the Information Commissioner's Office, the UK regulator for data protection:

- Website: ico.org.uk/make-a-complaint
- Telephone: 0303 123 1113
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF