

WHAT'S IT TO YOU?



by LOTD

When you purchase a ticket, you're asked to give all sorts of personal information. For events selling tickets tied to names this makes sense: Besides your ticket they'll also ask for your ID at the entrance, as they'll need to check the corresponding name for the ticket. However, what use are these details when tickets aren't tied to names? Do organisations absolutely need your home address or are they just trying to obtain your personal info for dubious reasons?

Firstly, we should admit that at Left of the Dial we absolutely love to see where all you lot are hailing from, or what age you are. Especially when tickets are bought abroad, we are humbled by the knowledge that people want to attend the festival so badly, they're willing to travel from the magical lands of far, far away. In the past we've also used your home addresses to send old timey postcards, for the very reason we always start the day off well after finding something special in our mailbox. If you however resent the idea of sharing your data, by all means, don't. To give you some insight into our ticketing system, this is what we ask of you (and why):

EMAIL ADDRESS

An email address is the only vital bit of information we absolutely need to get the ticket to the buyer. If you're reluctant to share this, you could always make an alternative email account for this particular purpose. Organisations use ticket buyers' email addresses to communicate last minute info more directly as well, when for instance a showtime is delayed or the location of a performance has changed. So, if you use an email account for tickets only, make sure to check it for eleventh hour changes.

NAME

Most organisations don't really need to know your name at all. Sometimes they'll use it to



give emails a more personal touch, so if you enjoy being addressed on a first name basis, fill it in, but generally speaking this bit of information is quite redundant.

ADDRESS/POSTAL CODE/CITY OF RESIDENCE

Left of the Dial receives a local government funding with which comes the obligation to participate in a fairly extensive survey regarding our audience. All postal codes and house numbers are anonymised, compiled, encrypted and forwarded to government research. This results in an official report on which population segment, or social group Left of the Dial caters to the most. Not something we are especially interested in, as the only thing we'd want to know from our punters, we've known all along: they have great taste in music. But oh well, it's obligatory, so you are actually helping us in a big way by filling in address details. We rarely to never use that info for any other reason. Perhaps only to send people a gift or something...

PHONE NUMBER

Left of the Dial uses phone numbers to send out newsletters through WhatsApp, but only when people have opted in for it themselves by sending us a message via WhatsApp. Besides that, we've never used a phone number and are yet to hear a compelling argument from other organisations who claim to have an ethical use for it, so feel free to leave this one blank.

DATE OF BIRTH

Your date of birth is irrelevant for the organisation of Left of the Dial; it doesn't matter to us if you're 16 or 86 years old, you'll always be warmly welcomed. Some companies use these details to set up online marketing campaigns, but actually, we consider segmenting target groups by age as a very outdated method of marketing live music. That being said, subsidy boards do find it really important to have a grasp on the average age of the audience. So, for subsidy reports, it's somewhat helpful for us to know the year you came into existence.

GENDER

With Left of the Dial taking place in existing venues, this information is currently of no use. For outdoor festivals however, this information is used for their on-sight planning. For instance, to determine how much sanitary units are required. If seventy-five percent of attendees identify themselves as female, the organisation should be prepared to place more toilet stall units, as in that case, placing more urinals probably wouldn't help prevent queues at the lavatories.

Obviously, this is a far from an infallible approach. Not only because you can't know what kind of facilities would be used by non-binary folk, also plenty of men – given the choice – would favour sitting down, or simply prefer the privacy of a stall. In any regard, it'll give somewhat of an indication on what to plan for setting up an event's sanitary infrastructure, so sharing this information could be useful to that end. 📌