



## DANCE THEATRE ARTS ACADEMY

### Privacy Policy

This privacy policy explains Dance Theatre Arts Academy information practices and the way that it collects, uses, maintains and discloses information collected from users. This privacy statement applies to the website [www.dancetheatreartsacademy.co.uk](http://www.dancetheatreartsacademy.co.uk) and all information collected off-line for use with products and services offered by Dance Theatre Arts Academy.

Dance Theatre Arts Academy may change this policy by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

#### **Data Protection**

Dance Theatre Arts Academy is committed to making sure that your privacy is protected. When you sign up for our classes we will ask you to provide certain information by which you can be identified. We can assure you that it will only be used in accordance with this privacy statement. We will not sell, rent or trade your personal information to any third party. We are dedicated to making sure that your information is protected. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online, however Dance Theatre Arts Academy does not accept responsibility for data loss as a direct result of a person's malicious intent, computer attack or infection.

#### **Personal identification information**

When users visit our site, some personal identification information is required when registering for classes, filling out a form or connecting with other activities, services, features or resources made available. Dance Theatre Arts Academy will request personal information such as parent/carer names, addresses, phone numbers, emergency contacts, email addresses, and student information including names, birthdays and medical conditions. Some of the information is required and is marked by an asterisk on the sign-up forms and is required to manage studio business. No personal identification information will be used or sold for any other purpose. Some of the information is optional (NOT marked with an asterisk). Optional information is requested to help us in the day to day runnings of the studio business. Users can always refuse to supply personal identification information, although it may prevent them from engaging in certain site related activities.

Data is collected for a variety of purposes:

- Day to Day Studio Administration
- Monitoring marketing effectiveness
- Responding to enquiries and queries

- Entering data to office systems to process invoices, schedules, newsletters and other studio related parent information.
- To help us improve our services and systems effectively
- To improve customer service
- To process payments
- To send periodic emails - we may use the email address to send user information and updates pertaining to studio business – forthcoming events, studio news, timetable changes and class cancellations.
- Use of student images collected by Dance Theatre Arts Academy for advertising purposes. If you do not wish Dance Theatre Arts Academy to use your child's photo please let us know in writing.

## **Parental Consent**

Parental permission is required for all sensitive data relating to children under the age of 16 years. This is requested during class signup in order to process enquiries accurately and enrol the child in the relevant class/es. Non personal data collected automatically may be used for statistical purposes or direct response to queries.

## **Sharing your personal information**

Dance Theatre Arts Academy will access your personal information and/or share it with our business partners only as follows:

- ClassForKids – studio management system – schedule and invoicing package.
- Stripe – for the collection of fees via invoicing
- Google Ltd (G Suite, Adwords, Analytics) – emailing and marketing purposes.
- Wix.com – website builder – host of the Dance Theatre Arts Academy website.
- Imperial Society of Teachers of Dance/International Dance Teachers Association – information required to enter students for examinations
- Local Council – for performance licence when taking part in annual shows.

We do not share this information with any other outside parties except as follows:

- If required by law or to comply with legal processes
- If required by law involving Child protection
- To protect the personal safety, rights and property of the public

## **Controlling your personal information**

If you have any questions about our Privacy Policy or if you wish to update or remove any of your personal information you will need to contact Dance Theatre Arts Academy in writing by email. Dance Theatre Arts Academy parents also have the access to data through the Customer Portal.

## **Data Controller:**

The Data controller is Dance Theatre Arts Academy  
Charlotte Thompson/Linda Higgs are the volunteer Data Protection Officers, and are contactable on 01708 922219 or by email - [info@dancetheatreartsacademy.co.uk](mailto:info@dancetheatreartsacademy.co.uk)

## **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Last updated 5th August 2024