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Apex School of Dance  
Privacy Policy & Data Protection  
Version 1.0

## Introduction

This privacy policy for Apex School of Dance describes how and why we might collect, store use and/or share your information when you use our services such as; Visit our website at [apexschoolofdance.co.uk](http://apexschoolofdance.co.uk), engage with us in other related ways, including email, marketing or events.

Apex School of Dance collects and uses personal data that you provide us with in accordance with The Data Protection Act 2018 ('DPA 2018') and General Data Protection Regulation ('GDPR'). We will not sell, rent or trade your personal information to any third party and will ensure that the security of your information and privacy will be protected.

This Privacy Policy sets out the obligations of Apex School of Dance regarding data protection and the rights of Students and Parents/Legal Guardians.

Apex School of Dance is the data controller within the meaning of the GDPR. Contact details: [Apexschoolofdance@outlook.com](mailto:Apexschoolofdance@outlook.com).

## 1. Personal data Apex School of Dance collects and uses;

Apex School of Dance collects, uses and stores information on computer systems and on paper. All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Some information is required in order for us to manage and run the school. If this information is not provided, we may not be able to provide our services to you. Required information that we collect and use includes;

- Contact details such as; full name of student, name of parent(s)/legal guardians/carers, contacts details including email address, telephone numbers, postal address.
- Student information such as; student's date of birth (for safeguarding, examination and other legal requirements), details of any medical needs and/or special educational needs (to ensure safe teaching practice and examination entries).

Some information is optional and is only requested to help us gain better understanding of our students' needs. This information will only be used as needed when running the school. Optional information that we collect and use includes;

- Previous dance history, ISTD pin number of students who have already participated in an ISTD examination, voluntary feedback or interaction on our social media.

## 2. Legitimate and legal purpose of obtaining and storing information;

Apex School of dance processes information to provide, improve and administer our services, communicate with you, for security and fraud prevention, and to comply with law.

Apex School of Dance collects, processes and holds personal data for the following purposes (or for other purposes expressly permitted by the GDPR)

Date Ref.	Data type	Purpose
Parent/Guardian/Carer/Customer	Full Name	Communication/Administration
Parent/Guardian/Carer/Customer	Home Address	Communication/Administration
Parent/Guardian/Carer/Customer	Home Phone No.	Communication/Administration
Parent/Guardian/Carer/Customer	Mobile Phone No.	Communication/Administration
Parent/Guardian/Carer/Customer	Email Address	Communication/Administration
Student	Full Name	Enrolment, register & communication
Student	Date of Birth	Safe guarding, enrolment in correct class and exam purposes.
Student	Gender	Safe guarding, enrolment in correct class and exam purposes.
Student	Medical History	Health and safety and in case of emergency
Student	Special Educational Needs	Safe dance practice

All data obtained can be used to comply with legal obligations and regulatory requirements and disclosures, verifying identity under the data protection law and the defence of legal claims and rights.

## 3. Data retention

Apex School of Dance will not hold personal data for any longer than is necessary to meet the purposes for which it was originally collected. When personal data is no longer required, it will be stored securely and destroyed after 7 years.

Right to object; If you wish to withdraw consent for personal data to be held, please contact [apexschoolofdance@outlook.com](mailto:apexschoolofdance@outlook.com).

## 4. Personal data privacy

Apex school of Dance will not share data with anyone unless relevant or the law requires us to do so. Apex School of Dance will share information for the following reasons;

- To enter students for examinations with the ISTD
- If required by law to comply with a legal process
- When sending letters (name and postal address with delivery company)
- As needed for the running of Apex School of Dance, including but not limited to communicating with parents/legal guardians
- Anyone else where we have your consent or as required by law

## **5. Your privacy rights**

You have certain rights under applicable data protection laws. These include the right to (i) request access and obtain a copy of your personal information, (ii) to request rectification or erasure, (iii) to restrict the processing of your personal information, (iv) to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. You can make such a request by emailing us at [Apexschoolofdance@outlook.com](mailto:Apexschoolofdance@outlook.com). We will consider and act upon any request in accordance with applicable data protection laws.

You have the right to be informed about the collection and uses of your personal data. This Privacy Policy meets this requirement. A copy of the personal held may be requested. In such circumstances a fee of £20 will be charged.

## **6. Contact us and how to complain**

For data protection matters, you can contact us by email on [apexschoolofdance@outlook.com](mailto:apexschoolofdance@outlook.com)

You can complain to us using the details above. You also have the right to complain to the Information Commissioner's Office. It has enforcement powers and can investigate compliance with data protection law: [ico.org.uk](http://ico.org.uk)

## **7. Cookies**

Website usage information is collected using cookies enabling the smooth running of our website and improving visitor usage. If you choose to remove cookies or reject cookies, this could affect certain features of our website.

## **8. Changes to this privacy policy**

We may update this privacy policy from time to time. If we make changes, we may notify you by posting a notice of such changes on our website or by directly sending you a notification.