

## Privacy Policy

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## Introduction

Relevétion Dance Academy is committed to protecting your privacy and security. This Privacy Statement applies to the use and processing of personal information collected and used by Relevétion Dance Academy, in accordance with the requirements of the General Data Protection Regulation 2018 (GDPR).

By using the Relevétion Dance Academy website, social media platforms or otherwise providing your personal information to Relevétion Dance Academy, you agree to the collection, use and sharing of your information in accordance with this statement.

Please read this Privacy Statement carefully, should you have any queries in respect of this statement or our use of personal data, please contact our data protection officer here:

[info@relevetiondanceacademy.co.uk](mailto:info@relevetiondanceacademy.co.uk)

## Information we collect

We may collect information about you from a variety of sources. This includes information collected directly from you; information we collect when you visit our sites, view our online content or use our mobile applications or other services; and information we collect about you from other sources.

### Information we collect directly from you

We collect information directly from you when you contact us electronically, in person or via telephone, when you register with us, interact with us, or otherwise provide information directly to us. The following are examples of information we may collect directly from you:

- personal details – Name, Email address, Postal address, Telephone number.
- demographic information.
- medical information for when participating in classes.
- financial information (such as a credit card) and bank account details.
- future communication preferences.

### Information we collect when you visit our sites, view our online ads or promotions, or use our mobile applications or other services

We use cookies and other technologies to collect information when you visit our sites, view our online advertisements or promotions or other services. The following are examples of information we may collect with these technologies:

- information about your device browser and operating system;
- IP address;
- web pages you view;
- links you click
- information about the way you use the website and or application.

### Information Relevétion Dance Academy collects from other sources

We may obtain information about you from other sources, including publicly available sources, social media platforms or referral agents, etc. Examples of information we may collect from other sources are:

- personal details – Name, Email address, Postal address, Telephone number;
- demographic information

- publicly observed activities or information made available by you to the public, such as blogs, videos, internet postings, and user generated content.

## How Relevétion Dance Academy uses this information

The information we collect may be used to provide you with products, offers and services, to deliver to you advertisements, offers or other content tailored to your interests, and to conduct other Relevétion Dance Academy business operations. We may use the information we collect to:

- contact you in case of an emergency.
- answer questions or respond to your requests.
- develop new products and services.
- create and manage your account.
- protect against or identify possible fraudulent transactions.
- contact you with information about Relevétion Dance Academy brands and other content we think may be of interest to you.
- allow you to participate in social sharing on our websites and/or social media platforms.
- analyse the use of, and develop, our products, services and marketing.
- enforce our Terms and Conditions and otherwise manage our business.

Relevétion Dance Academy will only process your information in pursuance of our *legitimate interest* if we receive any requests related to, for example, a product or service, a call-back, or specific marketing materials; we will use your personal information to fulfil your request. Where we need to manage your account and/or protect you against or identify possible fraudulent transactions, we will do so in accordance with our legal obligation placed on us under law. We will seek *consent* from you if we need to process your data for solely identified purposes. To ensure meaningful consent is obtained from you, Relevétion Dance Academy will provide you with reasonable notice ensuring that your consent is provided on an informed basis.

## Information sharing

### Third-party service providers

We engage with third-party service providers to perform a variety of business operations on our behalf. In so doing, we may share your personal information with them. We provide our service providers with only the personal information they need in order to perform the services we request, and we contractually require that they protect this information appropriately and not use it for any other purpose.

### Other Situations

We may transfer or otherwise process your personal information:

- to protect, defend or exercise the rights and property of Relevétion Dance Academy (including enforcing our Terms and Conditions) and/or
- when required by law and/or government authorities.

We will never sell your personal information

Third-party service providers we may pass your information to include but are not limited to:

- NHS Track & Trace
- GoCardless
- Go Daddy
- Awarding Bodies – ISTD, RAD, NATD, AA
- Dance Caper
- Photographers/Videographers
- Printers/publishers

## Personal Information Retention Period

We will only use and store information for as long as it is required for the purposes it was collected for. We will retain Personal Information for the period necessary to fulfil the purposes outlined in this Privacy Statement, unless a longer retention period is required or permitted by law.

## Communication options

We give you choices about how we communicate with you.

### Social Media

All our registered members and their immediate care providers are invited to join our closed, members only Facebook group which is used for updates and communications. Including images and audio/visual recordings.

### Email / Telephone Communications

Important communications will also be followed up Via e-mail using the information you provide to us at time of registration or otherwise. It may be necessary for us to contact you via telephone, especially during emergency or urgent circumstances.

### Postal Mail

On occasion it may be necessary for us to contact you via post if we have items which we need to reach you, or if we have been unable to contact you by other means.

## You and your information

To the extent provided by applicable law, you have certain rights in respect of the management of the personal data we hold about you.

### Access

We take steps to keep your personal information accurate.

### Other rights

To the extent provided by applicable law, you have the right to request rectification of your personal data; to obtain restriction of the processing of personal data; to object to the processing of personal data (including direct marketing) and to data portability. To exercise any of these rights, please contact us as described below.

### Consent

Where you have provided consent for our processing of your personal data, you may withdraw that consent by contacting us as described below. We will cease processing your personal data as soon as reasonably practicable following our receipt of your withdrawal. Withdrawal of consent will result in Relevation Dance Academy being unable to provide you with its services.

## Complaints

If you consider that we have processed personal data in violation of applicable law, please contact us as described below. If you consider that we have processed personal data in violation of applicable law and failed to remedy such violation to your reasonable satisfaction, you may also lodge a complaint with a supervisory authority (e.g. the Information Commissioner in the UK).

## Cookies and Other Technologies

Relevétion Dance Academy and our third-party service providers use a variety of technologies to assess how our sites or mobile applications are used, to personalise your experience. Some technologies we may use include the following:

### Cookies

A cookie is a small file placed on your device when you visit a site that can be understood by the site that issued the cookie. We use the information collected by cookies to remember who you are to log you in and your preferences, to provide you advertisements, offers or other content tailored to your interests and to assess how our sites are used. You can accept or decline cookies through your browser settings. To learn more, please look at the cookie settings available in your specific web browser(s). Please note, however, that without cookies you may not be able to use all of the features of our Sites or other websites and online services.

### Other Technologies

In conjunction with gathering information through cookies, web beacons and Javascript, our web servers may log information such as your device type, operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone where your device is located. We also may record information such as the address of the web page that referred you to our Sites and the IP address of the device you use to connect to our Sites. We may log information about your interaction with the Sites, such as which pages you visit. To control which web servers collect information by automated means, we may place tags on our web pages called "web beacons," which are small files that link web pages to particular web servers and their cookies. We also may send instructions to your device using JavaScript or other computer languages to gather the sorts of information described above and other details about your interactions with our Sites.

We may use third-party web analytics services on our Sites, such as those of Google Analytics. These service providers help us analyse how visitors use the Sites. The information obtained for this purpose (including your IP address and other information collected by automated means) will be disclosed to or collected directly by these service providers.

The providers of third-party plug-ins and widgets on our Sites, such as embedded videos and social media sharing tools, may use automated means to collect information regarding your use of the Sites and your interactions with the plug-ins and widgets. We may also receive information you have made available to those third party services, including the geographic location of your mobile device and other information about you (such as name, email address, gender, locale, time zone, languages, social media profile URL, personal website URL, biographical information, birthday, photo, list of devices, education history, work history, hometown, interests, current city, political views, favourite athlete and teams, relationship status and information, religion, name of significant other, and certain security settings information) and your contacts on those services. This information is subject to the privacy policies or notices of the third party providers of the plug-ins and widgets.

## Links to Third Party Sites and Social Media

Relevétion Dance Academy sites may include links to third-party sites. We do not control these third-party sites, and we encourage you to read the privacy statement of every site you visit.

## Social Networks and Third-Party Plug-ins

Our websites may include plugins from social networks or other third parties. An example of a plugin is the Facebook “Like” button. Where legally permitted, these plugins may communicate with and send information to the party that provided the plugin, even if you do not click on the plugin. This information may include your IP address, information about your browser and device, and the address of the web page you are visiting on our site. Loading, using or clicking the plugins may also place, read and transmit cookies. These cookies may contain a unique identifier the social network or third party assigns to you. The loading, functionality and your use of the plugins are governed by the privacy statement and terms of the party that provided the plugin.

## User Generated Content

Please remember that any information you submit or post as user-generated content to Social Media sites become public information. You should exercise caution when deciding to disclose your personal, financial or other information in such submissions or posts. Relevétion Dance Academy cannot prevent others from using such information in a manner that may violate this Privacy Statement, the law, or your personal privacy and safety. Relevétion Dance Academy is not responsible for the results of such postings.

## Information Security

Relevétion Dance Academy is committed to keeping personal information secure. We have implemented technical, administrative and physical procedures designed to protect personal information from loss, misuse or alteration. We limit access to personal information to those who have a business need. We keep personal information only for so long as deemed reasonably necessary.

## Children’s privacy

Our sites are not directed at children under the age of thirteen, and as such we do not knowingly collect personal information from children under the age of thirteen on our sites.

## Links to other websites and apps

Our Sites may provide links to other websites and apps for your convenience and information. These websites and apps may operate independently from us. Linked sites and apps may have their own privacy notices or policies, which we strongly suggest you review. To the extent any linked websites or apps are not owned or controlled by us, we are not responsible for their content, any use of the websites or apps, or the privacy practices of the websites or apps.

## Updates to our Privacy Statement

We will post changes to this Privacy Statement and indicate the effective date when this Privacy Statement is updated. If we make any material changes to this Privacy Statement, we will notify you by sending an e-mail to the e-mail address you most recently provided us or by posting notice of the changes on our site.

## Document Review

Relevation Dance Academy reviewed this Privacy Policy August 2019.

Relevation Dance Academy reviewed this Privacy Policy 16<sup>th</sup> August 2020.

Relevation Dance Academy reviewed this Privacy Policy 23rd August 2021.