

LDN Dance Co. LTD (LDC) Privacy Policy

INTRODUCTION

This Privacy Statement relates to the use of any personal information provided to us online, via registration forms, telephone communication and email correspondence. LDC are dedicated to protecting personal information and providing a safe environment for all our customers, employees and freelance workers.

Whenever you provide such information, we are legally obliged to use your information in line with current legislation concerning the protection of personal information, including the Data Protection Act 1998 and the General Data Protection Regulations 2018 (GDPR).

MANAGING & PROTECTING YOUR DATA

The legislation requires that there is a clear legal basis for processing personal information. In general, LDC relies on the individual's consent in order to process their data. When you participate in or sign up to any LDC class, activity, or workshop, we may collect and store personal information about you. Depending on how you contact us, this can consist of:

Personal information – any data that could be used to personally identify an individual, including full name of parent and child, postal address, telephone number and email address.

Sensitive information – including date of birth and medical information.

All parents that sign their children up to LDC have given consent for pictures to be taken of students in class or filming of their performances. LDC may use the images resulting from the photography/filming for fundraising, publicity, or advertising. This might include (but is not limited to) promotional printing, social media, and website use.

HOW WE USE YOUR PERSONAL DATA

We will only use yours or your child's personal data when legally permitted to do so. The most common uses of your personal data are:

- For "service administration purposes", which means that we may contact you for reasons related to the service or activity you signed up for (e.g. change of details regarding a class you attend, etc.)
- To contact you about an enquiry you have made.
- During the registration process
- For weekly attendance purposes
- Where it is necessary to submit yours/your child's details for competition entry
- Purposes for processing your personal data

WHERE IS INFORMATION STORED?

LDC does not hold any paper records of your personal data. All customer and staff records are kept electronically on email (password protected) and on a password encrypted USB flash drive, stored safely. Members of staff can have access to these files when deemed necessary, but information taken from the files about individual children is confidential. Information about individual children is used in certain documents, such as a weekly register, competition entry forms and showcase advertising. These documents include data such as children's

names, date of birth and any medical issues. LDC collects a large amount of personal data every year including names, addresses, email, contact numbers, gender, medical conditions or concerns and body measurements.

LDC stores personal data held visually in photographs or video clips, unless consent has not been obtained via the Terms & Conditions form found on our website. Photos posted on social media may reference accounts that contain student information.

DISCLOSURES OF YOUR PERSONAL DATA

We may disclose your information if necessary to examples listed below:

- Professional advisers including lawyers, bankers, auditors, and insurers who provide consultancy, banking, legal, insurance and accounting services.
- Revenue & Customs, regulators and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting or processing activities in certain circumstances.
- Chaperones and Child Protection Officers to register your child(ren) in elected competitions.
- To design and source appropriate costuming/uniform.
- To produce and advertise for our Year End Showcase.
- To maintain class attendance.
- During the registration process.
- For weekly attendance purposes.
- Where it is necessary to submit yours/your child's details for competition entry.
- Venue hire, where security measures deem it necessary.
- Amongst teaching staff.
- All parties involved in the production of our Year End Showcase including but not limited to advertising, costuming, photographers, videographers, venue hire.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

DATA SECURITY

We have appropriate security measures in place to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. We limit access to your personal data to those employees, contractors and other third parties who have a business need to know such data. They will only process your personal data upon our instruction and are subject to a duty of confidentiality.

DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including but not limited to, satisfying any legal, accounting or reporting requirements.

GDPR INCLUDES 7 RIGHTS FOR INDIVIDUALS

1. The right to be informed.

LDN Dance Co. LTD has to request certain data for us to properly perform our services. We need to know parents contact numbers and email addresses, along with child's full name, address, date of birth, any health concerns/allergies, body measurements and any special medical needs or medical requirements.

We are required to collect certain details of visitors and chaperones. This is in respect of our Health and Safety and Safeguarding Policies.

As an employer, LDC is required to hold data on its teachers; names, addresses, email addresses, contact numbers, date of birth, National Insurance numbers, photographic ID such as passport and driver's license, bank details. This information is also required for Disclosure and Barring Service checks (DBS). LDC uses cookies on its website to collect data for Google Analytics; this data is anonymous.

2. The right of access.

At any point an individual can make a request relating to their data and the LDN Dance Co. LTD

3. The right to erasure

You have the right to request the deletion of your data where there is no compelling reason for its continued use.

4. The right to restrict processing

Parents/guardians, visitors and staff can object to LDC processing their data. This means that records can be stored but must not be used in anyway.

5. The right to data portability

LDC requires data to be transferred from one IT system to another, such as from LDC to dance competitions for registration. These recipients use secure file transfer systems and have their own policies and procedures in place in relation to GDPR.

6. The right to object

Parents, Guardians, and staff can object to their data being used for certain activities such as marketing or research.

7. The right not to be subject to automate decision making including profiling.

LDC does not use personal data for automated decisions and profiling used for marketing-based organisations.

GDPR means that LDC must:

- Manage and process personal data properly.
- Protect the individual's rights to privacy.
- Provide an individual with access to all personal information held on them.

Suppliers / 3rd parties - Use of “Data Processors”

Data processors are defined by GDPR as third parties who provide services for us. We have contracts in place with our data processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will not share your personal information with any organisation apart from us. They will hold it securely and retain it for the period we instruct. The following is a list of our main data processors:

- GODADDY (Website host)
- Competitions we enter.
- Facebook (Advertising)
- Instagram (Advertising)
- Tiktok (Advertising)

CHANGES TO THIS PRIVACY POLICY

LDN Dance Co. LTD has the discretion to update this privacy policy at any time. The date at the bottom of this document will be changed once any amendments are made.

*This policy was last updated on 20th April 2024.