

## PRIVACY POLICY – JOY IN DANCE (joyindance.com)

Last updated: 10 February 2026

### WHO WE ARE

Joy in Dance provides adult dance classes in the North and West Surrey area.

Data controller: Charlotte Dyer (sole trader), trading as “Joy in Dance”

Address: 29a Cannon Way, KT22 9LJ

Email: info@joyindance.com

This notice explains how we use personal data, in line with the UK “right to be informed” requirements.

### WHAT THIS POLICY COVERS

This policy applies when you visit our website, contact us, book/attend classes, pay for classes, join our mailing list, or agree to appear in photos/videos we use for marketing.

### PERSONAL DATA WE COLLECT

We may collect and use:

Identity and contact details: name, email address, telephone number, and (if relevant) billing address.

Enquiries and correspondence: information you send via our contact form (hosted via GoDaddy), email, phone, or social media messages, plus our replies.

Bookings and service information: classes booked, attendance, cancellations, and messages relating to your participation.

Payments (cash and BACS):

- cash payment records (date/amount/what it related to); and/or
- for BACS, information shown on our bank statements such as payer name, reference, amount and date. We do not need or ask for your full bank account details.

Photos and videos (only with your permission): images/video where you are identifiable, if you have agreed to their capture and use for Joy in Dance marketing.

Website usage and device data: technical information such as IP address and browsing activity on our site. Where this involves cookies or similar technologies (including Google Analytics), we'll only use non-essential technologies with appropriate consent/permission as required.

Health/accessibility information (only if you choose to share it): e.g., injuries or accessibility requirements relevant to safe participation. This may be “special category” health data.

### HOW WE COLLECT YOUR DATA

We collect data directly from you (forms/messages/bookings), automatically from your use of our website (depending on your cookie choices), and occasionally from someone else where relevant (for example, where a friend contacts us on your behalf).

## **WHY WE USE YOUR DATA AND OUR LAWFUL BASES**

We only use personal data when we have a lawful basis under UK GDPR. Common bases we rely on are:

To respond to enquiries and manage bookings (Contract / Legitimate interests)  
So we can reply, confirm classes, and manage changes/cancellations.

To take payment and keep financial records (Contract / Legal obligation)  
So we can record payments and meet tax/accounting obligations.

To run, secure, and improve our website (Legitimate interests and/or Consent)  
Basic operational/security processing is typically in our legitimate interests; analytics and similar non-essential tracking requires appropriate permissions.

To send service messages (Legitimate interests / Contract)  
For example, timetable changes or important updates about booked classes.

Marketing messages (Consent and/or “soft opt-in” for existing customers where permitted)  
If you opt in, we’ll send you updates about classes and offers. In some cases, PECR allows a limited “soft opt-in” for marketing your own similar services to existing customers, provided required conditions are met and you can opt out easily every time.

Photos/videos for marketing (Consent)  
We only use photos/videos of identifiable participants where permission has been given. Data protection law is likely to apply to photos/videos used for official promotional purposes, and people must be told how they’ll be used.

Health/accessibility information (Explicit consent where required / Vital interests in emergencies / Legitimate interests)  
If you share health information, we use it only to support safe participation and reasonable adjustments, and we handle it with extra care.

## **MARKETING: HOW TO OPT OUT**

You can opt out of marketing at any time by using the unsubscribe option in our emails (where provided) or by emailing [info@joyindance.com](mailto:info@joyindance.com)  
. If you object to direct marketing, we will stop.

## **PHOTOS AND VIDEOS: YOUR CHOICES**

If you give permission for photos/videos:

- we will tell you the intended uses (e.g., website, Instagram/Facebook);
- you can withdraw permission at any time by emailing [info@joyindance.com](mailto:info@joyindance.com) ; and
- we will stop using the images going forward and remove them from joyindance.com and from the social media accounts we control where reasonably practicable. (Please note: we can’t always control copies that others have reshared or cached, but we will take reasonable steps on platforms/accounts we control.)

## **COOKIES AND GOOGLE ANALYTICS**

We use cookies and similar technologies to make our website work and, if you accept cookies, to measure and improve performance (including through Google Analytics). PECR applies to cookies and other “storage and access technologies”, and consent is generally required for non-essential use.

You can manage cookies using our cookie controls (where shown) and/or your browser settings. The ICO also notes Google provides a browser add-on to opt out of Google Analytics across websites that use it.

## **WHO WE SHARE YOUR DATA WITH**

We do not sell your personal data.

We share personal data only where necessary, for example with:

GoDaddy (website hosting and contact form plugin)

Our website and contact form are provided via GoDaddy. Messages submitted via the form are sent to our email (info@joyindance.com

). GoDaddy may process limited data to provide hosting, security, and form functionality, under its own contractual and privacy terms.

Google (analytics and mailing list)

If you accept cookies, Google Analytics processes usage data to provide website measurement. Our mailing list is managed using Google services (for example, Google Workspace/Gmail tools). This means contact details you provide for marketing may be stored and processed within Google’s systems under Google’s terms and privacy framework.

Professional advisers

For example, an accountant (where needed for tax and accounting compliance).

Venues

If classes take place at hired venues, we may share minimal information where operationally necessary (e.g., an attendee list). Venues may operate their own CCTV and privacy notices.

## **INTERNATIONAL TRANSFERS**

Some providers we use (including GoDaddy and Google) may process data outside the UK. Where personal data is transferred internationally, we ensure appropriate safeguards are used in line with ICO guidance (for example, adequacy regulations or approved contractual mechanisms).

## **HOW LONG WE KEEP YOUR DATA (RETENTION)**

We keep personal data only as long as needed for the purposes above:

Enquiries: usually up to 12 months after last contact (unless you become a customer or there is an ongoing issue).

Bookings/attendance: usually up to 24 months after your last class.

Payments/accounting records: typically 6 years (to meet tax/accounting requirements).

Marketing list: until you unsubscribe/withdraw consent, or we decide the list is no longer current.

Photos/videos: until you withdraw permission or we stop using them (reviewed periodically).

Health/accessibility info: only as long as it's relevant to safety/access, then deleted unless an incident requires longer retention.

## **YOUR RIGHTS**

You have rights under UK data protection law, including access, correction, deletion (in some cases), restriction, objection, and data portability (in some cases). You can also withdraw consent at any time where we rely on consent.

To exercise your rights, email [info@joyindance.com](mailto:info@joyindance.com). We may need to verify your identity before we respond.

## **COMPLAINTS**

If you have concerns about how we use your personal data, please contact us first at [info@joyindance.com](mailto:info@joyindance.com)

A statutory complaints-handling duty for organisations is due to commence on 19 June 2026. Under this regime, organisations must help individuals to make complaints, acknowledge complaints within 30 days, and respond “without undue delay”.

You also have the right to complain to the Information Commissioner’s Office (ICO). (The ICO’s guidance on making a complaint to an organisation is under review in light of the Data (Use and Access) Act.)

## **SECURITY**

We take appropriate technical and organisational measures to protect personal data, and limit access to those who need it for legitimate business purposes.

## **CHILDREN**

Joy in Dance is intended for adults. We do not knowingly collect personal data from children.

## **CHANGES TO THIS POLICY**

We may update this policy from time to time. The latest version will always be posted on [joyindance.com](http://joyindance.com) with the “Last updated” date.