

Merchandise Orders Privacy Policy

Last updated: October 2026

At **Hitchin School of Dance** we respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use and protect your information when you purchase merchandise from our website.

1. Who we are

Hitchin School of Dance is responsible for your personal information when you place an order through our website.

If you have any questions about how we use your information, please contact us:

Email: info@hitchinschoolofdance.com

Address: HSD: The Studios, Grammar School Walk, SG5 1JD

2. What information we collect

When you place a merchandise order, we may collect:

- Your name
- Email address
- Telephone number, where provided
- Billing and delivery address
- Details of the products you order, including sizes and quantities
- Order number and order history
- Payment and transaction information
- Any information you provide to us when contacting us about your order

We only collect information that we reasonably need to process and fulfil your order.

3. How we use your information

We use your personal information to:

- Process and fulfil your merchandise order
- Take and confirm payment
- Arrange delivery or collection of your order
- Contact you about your order, including order confirmations, delivery information or problems with your order
- Deal with returns, refunds and exchanges where accepted
- Respond to questions or enquiries
- Keep appropriate business and financial records
- Comply with our legal and accounting obligations
- Protect our website and business against fraud or misuse

We will not use your personal information for unrelated purposes without a lawful reason to do so.

4. Our lawful basis for using your information

We generally process your information because it is necessary to **perform our contract with you**, for example, to process and deliver merchandise that you have ordered.

We may also process information where this is necessary for us to comply with a **legal obligation**, such as keeping appropriate financial records.

Where appropriate, we may rely on our **legitimate interests**, for example, to administer and improve our merchandise service, prevent fraud and maintain the security of our website.

If we ask you to consent to receive marketing communications, we will use your information for marketing only.

5. Payment information

Payments made through our website may be processed by a third-party payment provider **PAYPAL**

Where payment is processed by a third party, your payment details may be collected and processed directly by that provider in accordance with its own privacy policy.

6. Sharing your information

We may share the information necessary to fulfil your order with trusted third parties, such as:

- Payment providers
- Delivery or courier companies
- Website, ecommerce or hosting providers
- Merchandise suppliers or fulfilment companies, where necessary to produce or fulfil your order

We only share information that is reasonably necessary for the relevant purpose.

We do not sell your personal information to third parties.

7. How long we keep your information

We keep personal information only for as long as we reasonably need it for the purposes described in this policy, including to fulfil orders, deal with queries, manage returns and refunds, maintain business records and comply with legal obligations.

The exact retention period may depend on the type of information and why we need to keep it.

When information is no longer required, we will securely delete it.

8. Keeping your information secure

We take reasonable technical and organisational measures to protect your personal information against unauthorised access, loss, misuse, alteration or disclosure.

However, no method of transmitting or storing information online can be guaranteed to be completely secure.

9. Marketing

If you choose to sign up to receive marketing communications from us, we may use your contact details to send you information about **Hitchin School of Dance** including merchandise, classes, events and other relevant news.

You can unsubscribe from marketing communications at any time by following the unsubscribe instructions in the relevant message or by contacting us at **info@hitchinschoolofdance.com**

Ordering merchandise does not automatically mean that you have agreed to receive marketing emails.

10. Your data protection rights

Depending on the circumstances, you may have rights under UK data protection law, including the right to:

- Ask for a copy of the personal information we hold about you
- Ask us to correct inaccurate or incomplete information
- Ask us to delete your personal information where there is no good reason for us to continue holding it
- Ask us to restrict how we use your information in certain circumstances
- Object to certain uses of your information
- Withdraw consent where we are relying on consent to process your information

To exercise your rights, please contact us at **info@hitchinschoolofdance.com**

11. Cookies and website technology

Our website may use cookies and similar technologies. Some cookies are necessary for the website and online ordering system to function, while others may be used for analytics or other purposes.

12. Contact us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact:

Hitchin School of Dance

Email: info@hitchinschoolofdance.com

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