Privacy Policy

Last updated: 23 October 2026

1. Who we are

ClikStep brings the dance community together through our app, website and ClikStep Dance Experiences; helping dancers connect, discover events and enjoy dance workshops.

ClikStep is operated by **Ballroom Connection Ltd** (company number 11804635), located at 6 Vintry Mews, Walthamstow, London E17 7BJ, United Kingdom.

Ballroom Connection Ltd is responsible for how your personal information is collected and used across these services.

The **ClikStep App** is intended exclusively for people **aged 18 and over.** By registering, you confirm that you meet this requirement.

If you have any questions about your personal information, please contact **privacy@clikstep.com**.

2. ClikStep App

When you create a Clikstep App account, we collect information needed to help provide access to the app's features.

This includes:

- **Account information:** Your email address, date of birth, account type and information needed to manage your account.
- **Profile information:** Your name, location, a short biography, dance styles, experience, achievements, photographs, videos and other details you choose to share.
- **Events and interactions :** The events you create (Event Organisers only), attendance intentions, likes, comments and other activity.

- **Messages:** Messages you send and receive, including information needed to deliver, translate and manage conversations.
- **Technical information:** Device information, notification tokens and information needed for security and reliable operation.
- **Safety information:** Reports, blocked accounts and information relevant to investigating inappropriate behaviour.

We use this information to help dancers and organisers connect, maintain security and improve the service.

(i) What other people can see

Information you add to your public profile, event listings or public interactions may be visible to other ClikStep users.

Your full date of birth, login credentials and private account information are not publicly displayed. Your calculated age may appear on your profile.

You can manage certain visibility options through ClikStep's privacy settings. Incognito mode limits your appearance in discovery features but does not make your account completely invisible.

Please remember that other users may save or share information you choose to make public.

(ii) Optional usage analytics

We use Firebase Analytics to understand how people use ClikStep, including which screens are visited and how users engage with the app.

Optional Analytics is designed to remain disabled unless you choose **Allow Analytics**.

You can decline without affecting your use of ClikStep, and you can change your choice through Settings. Your preference is remembered on the device or browser where you make it.

Our custom screen-view analytics do not intentionally include your ClikStep account ID.

Withdrawing consent stops future optional analytics collection on that installation but does not automatically erase previously collected information.

3. ClikStep Website and Mailing List

When you use our website, we may collect information you provide through contact forms, enquiries and mailing-list subscriptions.

If you subscribe to our mailing list, we collect your name and email address.

We use this information to send you updates about ClikStep, upcoming events, workshops and Dance Experiences.

Mailing-list details are maintained in a spreadsheet stored on a computer controlled by Ballroom Connection Ltd. We currently send marketing communications manually through Outlook.

We send optional marketing communications where we have an appropriate legal basis, including your consent where required.

You can unsubscribe at any time by following the instructions in our emails or contacting **privacy@clikstep.com**. We will remove you from future marketing communications, although we may retain limited information to ensure your request is respected.

We do not sell our mailing list or share it with third parties for their own marketing.

(i) Website cookies

Our website uses cookies and similar technologies to support its operation, remember preferences and understand website usage.

Our website provides an **Accept / Decline** cookie choice. Where consent is required for non-essential cookies or analytics, these are only used after you accept.

Essential cookies and similar technologies may still be used where necessary for the website to function.

You can also manage or delete cookies through your browser settings.

4. ClikStep Dance Experiences

When you book a workshop, class or other ClikStep Dance Experience, we collect or receive information needed to manage your booking.

This may include:

- Your name and contact details.
- Ticket selections, booking references and attendance information.
- Transaction details needed to manage payments, refunds and financial records.
- Optional information about your age bracket and dance experience.
- Accessibility requirements or adjustments you choose to tell us about.
- Your marketing preferences, where applicable.

We use this information to confirm bookings, communicate important event information, manage attendance, respond to enquiries and handle cancellations or refunds.

We use **Ticket Tailor** to manage bookings and **Stripe** to process payments. These providers handle relevant information as part of their services. We do not ordinarily receive or store your full payment-card details.

(i) Age, experience and accessibility

We may ask for your age bracket and dance experience to help us understand the range of participants attending our workshops and plan appropriate classes.

These questions are optional, and you can choose not to answer.

We may also ask whether you require any accessibility adjustments to participate comfortably and safely.

If you choose to share accessibility or health-related information, we will ask for your explicit consent to use it to arrange appropriate adjustments for your participation. We will only share necessary information with the venue, instructor or event partner where needed and covered by your consent. You can withdraw your consent by contacting privacy@clikstep.com, although this will not affect processing already carried out lawfully.

(ii) Marketing and event communications

We may contact you about a workshop you've booked, including changes to timings, venues, cancellations or other essential information.

We may also contact you about future ClikStep Dance Experiences where you have agreed to receive marketing or where permitted under applicable marketing laws. You can opt out of marketing communications at any time.

Buying a ticket does not automatically subscribe you to our general mailing list.

5. How we use, share and protect information

We use personal information for the following purposes and legal reasons:

Purpose	Legal basis
Providing ClikStep accounts, profiles, messaging and other requested services	Performance of a contract
Managing Dance Experiences bookings and essential event communications	Performance of a contract
Keeping our services secure, preventing misuse, investigating reports and maintaining reliability	Legitimate interests
Meeting applicable legal, tax and accounting requirements	Legal obligation
Optional usage analytics	Consent
Optional marketing communications	Consent or another permitted marketing basis, where applicable
Handling accessibility or health-related information	Consent (UK GDPR Article 6(1)(a)) and explicit consent (Article 9(2)(a))

(i) Service providers

We use third-party providers to operate our services, including:

- **Google Firebase** for authentication, databases, cloud functions, notifications and related infrastructure.
- **Cloudinary** for storing, processing and delivering photographs and videos.
- **Ticket Tailor and Stripe** for event bookings and payment processing.
- **Microsoft Outlook** for email communications.
- Other providers supporting translation, location services and technical monitoring, where applicable.

These providers may process relevant personal information to deliver their services.

Some of our service providers may store, process or access personal information outside the United Kingdom.

Where required by UK data-protection law, we use appropriate safeguards for international transfers, including recognised adequacy arrangements or approved contractual protections.

You can contact **privacy@clikstep.com** for further information about international transfers and the safeguards that apply.

(ii) How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, or where retention is required by law.

Generally:

- **App accounts and profiles:** Retained while your account is active, subject to our deletion processes.
- **Messages, photographs and other content:** Retained as needed to provide the relevant features, subject to deletion and applicable legal requirements.
- **Mailing-list information:** Retained until you unsubscribe or we no longer need it for the agreed purpose. Limited suppression information may be retained to honour opt-out requests.
- **Workshop booking information:** Retained for as long as reasonably necessary to manage our events, support returning participants, respond to enquiries and meet our legal obligations. For regular customers, we may retain contact details, booking history and relevant participation preferences to make future bookings easier. We periodically review these records and remove or anonymise information that is no longer needed.
- **Accessibility or health-related information:** Retained only for as long as necessary for the relevant arrangements, unless a longer period is justified and legally permitted.
- **Financial records:** Retained for the periods required by applicable tax and accounting law.
- **Reports and safety records:** Retained for as long as reasonably necessary to investigate concerns, prevent misuse or comply with legal obligations.
- **Technical logs and deletion records:** Retained where necessary for security, troubleshooting and verification of completed deletion work.

Some information may remain temporarily in backups, technical logs or cached content under the relevant retention arrangements.

6. Your rights, account deletion and contacting us

Depending on applicable law, you may have the right to:

- Request access to your personal information.
- Correct inaccurate or incomplete information.
- Request deletion of your information.

- Object to or restrict certain uses of your information.
- Request a portable copy of certain information.
- Withdraw consent where we rely on it.

To exercise these rights, contact **privacy@clikstep.com**. We may need to verify your identity before processing a request.

(i) Deleting your ClikStep App account

You can request account deletion directly within the app:

Settings → Delete Account

When you delete your account, ClikStep closes your access and begins removing associated account information, profile records and uploaded media.

Some deletion work takes place through scheduled background processes, so not all information is removed immediately.

Certain records may remain where necessary for security, deletion verification, legal obligations or resolving outstanding matters.

If you cannot access your account, you can request deletion by emailing **privacy@clikstep.com**, preferably from the email address associated with your account.

7. Contacting us

Ballroom Connection Ltd
Company number: 11804635

6 Vintry Mews
Walthamstow, London E17 7BJ
United Kingdom

Privacy enquiries: **privacy@clikstep.com**

You also have the right to complain to the UK's Information Commissioner's Office (ICO) at **www.ico.org.uk**, or another relevant data-protection authority.

We may update this Privacy Policy as our services develop or legal requirements change. Where changes materially affect how we use your information, we will take appropriate steps to inform you.

The latest version will be available through ClikStep and our website.