

DANCE STUDIO 22

(NEW) General Data Protection Regulation (GDPR) policy as of 25 May 2018

As a company, we are required to inform you that we hold personal data about you and the child/children that you are responsible for.

Communication data – this includes any communication that you send to us, whether it is through forms, social media messages, social media postings, text, emails or any other form of communication that you send to us. We process this data for the purpose of communication with you, answering your enquiries, chasing outstanding payments, updating status/ addresses on the register, when a child is absent with no contact made and for sending you updates of your children, also for record keeping and for the pursuance of defence or legal claims. Our lawful ground for processing is our legitimate interests, which in this case are to reply to communications sent to us and establish, pursue or defend legal claims

The personal details provided by you to us would be through our Health, Emergency & Contact questionnaire/declaration/consent form that you filled in when you signed the child/ren up to join Dance Studio 22 (DS22). The relevant adult (or 13years +) should update these details when any changes occur, as it is not DS22's responsibility to follow this up. You can update any of this information by emailing; donna.howell@blueyonder.co.uk or update forms are always available at our front desk, with copies of our terms and conditions for anyone wishing to refresh themselves. In addition to this, once a year, we will collect personal data from you in preparation for the Christmas show; this information is for the parents/ guardians to consent to each child being allowed to participate in the 'off site' show and this information is cross-referenced with data we hold to ensure that the records we hold are the most recent.

With the exception of Birmingham City council (Christmas show purposes) and Inland Revenue should they request it for audit purposes we will not share this personal information with anyone or company outside DS22 without consent. On leaving DS22, we will Shred any personal information held on paper and remove identifiers from any list lists we hold on our computer database. By law for financial purposes, records will be retained for 6 years after a child/ren have left the Dance School.

During the course of taking classes with DS22, we will take photographs and small video clips of children when they show improvement, some of which will be posted on our own DS22 websites, including Facebook and Instagram. DS22 Instagram is set to private and only our pupils and their parents/guardian can request access; DS22 website & Facebook will be used for advertisement, these will include some photographs & clips of the children. We will also take photographs periodically, of children in costumes at events & in class for promotional banners and flyers.

We will include 'all' children unless informed otherwise in writing, only then we will exclude individuals from this activity & publicity, with regret, it may not be possible to remove individuals from images taken prior to notification to opt out (where there are many children in a specific photograph/clip or when on promotional banners/posters), we will not be held liable for images used as stated above, where no 'opt out' letter or email has been submitted to us and confirmation received from DS22. If you do not want a child to participate in any of these pictures etc. You must put it in writing at the earliest opportunity and we will exclude the child/ren. You can opt out by emailing donna.howell@blueyonder.co.uk or providing a hand delivered letter to us at the child's next lesson.

DS22 do not hold any personal financial records for you or your child as we allow 'you' to set up your own direct debits and standing orders with DS22, as we deal mainly with cash (pay as you go lessons); on rare occasions we have received the odd cheque, which is processed in the bank (no copies kept). The only Financial details kept on file for 6 years are those that we have contracts with and our suppliers, all of these invoices, statements and contact details will be destroyed by shredding or deleting after this period of time and during those 6 years we will not disclose any financial details to a third party without consent.

Owner and Principal of Dance Studio 22 – Samantha Louise Howell

(Enhanced DBS checked & fully insured)

**Dance Studio 22 at GMAC, Alexander Stadium, Birmingham B42 2LR
Dance Studio 22 at Perry Beeches Baptist Church, Great Barr B42 2HF**

Any enquiries or complaints to: Donna Howell admin support donna.howell@blueyonder.co.uk or dancestudio22@outlook.com Contact telephone number 07928307107