

Privacy Notice and Data Protection Policy

Date: 03/04/2021
Academy

Written by Wendy Burke of Generations Dance

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REGISTRATION: On registering with Generations Dance Academy (GDA) permission has been sought to hold information on you/your child or children.

DATA COLLECTED: Students name, address, age, date of birth and contact details of parents which includes phone numbers and email address. Any Relevant Medical conditions and medication required for the activities undertaken by GDA. This information is purely for our contact with you about events and information regarding the school or in case of an emergency.

We also sought permission for the occasional necessary physical contact with students for the purposes of correction or help with a movement. Also the use of photography and video to be used as a teaching aid which may occasionally be shared on social media in a promotional capacity.

When you make a card payment to GDA and input your email address in order to receive a receipt our card machine provider IZettle records partial card details and your email address for future purchases with the same card. The IZettle policy can be reviewed via this link <https://www.izettle.com/qb/help/articles/2258543-how-izettle-processes-contact-details-of-cardholders>

DATA STORAGE: All data is stored online and only accessed via password by three people, Jessica Keene, Rebecca Phillips and myself, Wendy Burke. We are now advised to keep paper documentation as proof of consent, so these are being housed in a lockable cupboard.

We receive, collect, and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal information.

We collect Non-personal and Personal Information for the following purposes:

- 1. To provide and operate the Services.*
- 2. To provide our Users with ongoing customer assistance and technical support.*
- 3. To be able to contact our Visitors and Users with general or personalised service-related notices and promotional messages.*
- 4. To comply with any applicable laws and regulations.*

Our website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

DATA SHARING: *We only share data for the following reasons: -*

- 1 If you have given permission via an Exam Entry form for you/your child to take part in an exam session.*
- 2 If you have given permission in writing, usually via email, for your child to be entered into a competition as a Troupe or Ballet Company member.*

For examinations we share the student's age, name, gender and ethnic background with the Royal Academy of Dance and The Imperial Society of Teachers of Dancing.

For Competitions we are not generally asked for anything more than students name and age. However very occasionally we are asked to put a contact email. If you do not wish us to give this, please inform us and the information will be withheld.

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

If you no longer attend classes and do not wish us process your data anymore, please unsubscribe at the bottom of our information emails, contact us at studio@gda.dance or send us mail to: 10 Orchard Lane, Huntingdon, Cambs, PE29 3QT.

Once we have received notification, we can shred the paper registration and consent form handed in by yourself when you joined the school.

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at studio@gda.dance or send us mail to: 10 Orchard Lane, Huntingdon, Cambs, PE29 3QT.