

DATA PROTECTION POLICY

Alexandra Dance Co. is committed to ensuring your privacy is protected. This Privacy Policy explains how we use the personal information we collect about you and how it is stored.

WHAT DATA WE COLLECT

We collect personal information including name, date of birth, address, contact details and any medical information you provide when registering with Alexandra Dance Co.

HOW WE USE THIS DATA

We use this data to communicate any school information with you via our newsletter, enter students for exams, comply with Child Protection Legislation and to ensure the safety and well-being of all students. Information that could be sent to you includes policy changes, timetables, events, shows, rehearsals, and any other important information about Alexandra Dance Co. Alexandra Dance Co. will not disclose any information to any other third parties unless it is necessary to do so to provide our services, or we are required to do so by law.

LEGAL BASIS

We collect and use student and parent information in line with data protection law, which states that there are several lawful reasons we can use your personal information. These include, but are not limited to:

- Legitimate Interests - processing personal data is necessary for the purpose of legitimate interests, so long as fundamental rights and freedoms aren't infringed
- Consent - we have earned your permission in a GDPR-compliant way
- Public Task - we need to process your personal data to carry out a task that's in the public interest
- Legal Obligation - we'd be breaking the law if we didn't process your personal data



HOW DATA IS STORED

Student and parent personal data is stored on Class Manager and on a locked computer in the United Kingdom. This is to ensure we always have access to your contact details and medical information. All personal data will be held only for the duration that you are a current student/customer at Alexandra Dance Co., except for email addresses that we have consent to hold for longer. These records will be securely disposed of once the student has left the school.

WHO WE SHARE DATA WITH

We must share student information with examination boards to enter students for exams. These examination boards are the Imperial Society of Teachers of Dancing (ISTD) and the Royal Academy of Dance (RAD). We must also share this information with local authorities, under the lawful basis of public task, for us to be able to involve the students in shows or other events attended by Alexandra Dance Co.

We do not share information about our students with anyone without consent unless the law and our policies allow us to do so.

PHOTOGRAPHY AND VIDEO

Alexandra Dance Co. will sometimes use videos and photos used from shows, performances and classes for marketing purposes both in print media, social media and on the website. Students and their parents/guardians may choose when completing our registration form if they do not wish themselves/their child to be depicted.

If you have any objections to the continued use of any historic photographs on our website or social media accounts, please contact us and we will delete them immediately.

REQUESTING ACCESS TO YOUR PERSONAL DATA

Under data protection legislation, parents and students have the right to request access to information about them that we hold. To make a request for your personal information please contact Anne at anne@alexandradanceco.co.uk.

It is important that the information we hold about you is accurate and up to date. You have the right to request a copy of this information and make any corrections or removals.

CHANGES TO OUR PRIVACY POLICY

We keep our privacy policy under regular review and any changes will be posted on this page. This privacy policy was last updated on 6th April 2022.

For any questions, concerns, or comments you have about our Privacy Policy please contact us in the first instance at info@alexandradanceco.co.uk.

