

Beat Feet Academy of Dance Privacy Policy

This privacy policy sets out how Beat Feet Academy of Dance collects personal information about you and how we use it. We are committed to protecting your privacy and only using your personal information in accordance to this privacy policy.

What is personal information?

Personal information is information that identifies you as an individual and relates to you. This includes your contact details, next of kin, health and financial information. Photos and video recordings of you are also personal information.

Types of data we collect

Academy registration forms

In our registration process, we collect personal information. This could be when you enrol for Academy classes or when you complete a show permission form etc. This information will include contact details, next of kin information and health history. This is important as we may need to contact you if your child becomes unwell whilst at the Academy. We also use this data to send necessary invoices and receipts to you as well as keeping you updated with news and events at Beat Feet Academy of Dance. We do not sell or trade this information with other organisations and businesses.

Photographs / Video recordings

We have many photo opportunities at the Academy which can vary from images of a dance class to recording performances to professional photo shoots. These images are taken for professional purposes and will be used for marketing Beat Feet Academy of Dance. This can be done in a variety of ways including printed adverts and social media. These images are used as visual aids to help prospective parents and students to understand more about our dance school. We may continue to use these photographs and videos after your child has left Beat Feet Academy of Dance.

Financial Information

We may process financial information about you in relation to the payment of fees. This includes payment records and creating invoices for services we provide you / your child with.

Website Cookies

We use traffic log cookies on www.beatfeetdance.co.uk to identify which pages are being used on the website and how long someone may stay on a part of the site for. We can use this information to make our website more user friendly.

A cookie does not give us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually change your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Google Analytics

When someone visits www.beatfeetdance.co.uk, Google Analytics is used to collect information and details of visitor behaviour patterns when on this website.

This enables us to assess how easy our website is to use and how many people are accessing it. This information is only processed in a way which does not identify individuals. We do not attempt to find out the identities of people visiting our website and we do not give Google permission to do this either.

Mailing List

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our newsletter. For more information, please see www.mailchimp.com.

After registration at the Academy, your email address will be added to this mailing list in order to provide you with updates from the Academy. You can unsubscribe to general mailings & our newsletter at any time by clicking the unsubscribe link at the bottom of any of these emails or by emailing our data protection officer Julie Latham.

Ticketing Data

We use a company called Stage Stubs to act as a box office for our events. They provide an easy and efficient way to purchase tickets for our performances. If booking tickets through Stage Stubs, they will collect some personal information including your name and email address. Beat Feet Academy of Dance are able to view this information along with how many tickets you have purchased, which allows us to understand the availability of an event. Beat Feet Academy of Dance are not able to view payment information that was provided for the sale. For more information please see Stage Stubs own privacy policy at www.stagestubs.com

Third Parties

There are certain third parties who it is necessary to share your information with. This has been detailed below.

Legal Obligations

In accordance with our legal obligations, we may have to share information with local authorities if we have safeguarding concerns. We may also be required to share information with the police.

When obtaining legal advice, we may need to share information with our legal advisors. This could include the Courts if you have unpaid fees that we need to recover.

We may share information with our insurance company, for example, if there is a serious incident at the Academy. We may also need to share information if there is an emergency situation which could cause risk or harm to someone at Beat Feet Academy of Dance.

We may share information about you / your child with others in your family, such as another parent or step-parent. For example, where this is part of our obligation to take care of your child, as part of our wider legal obligations, or in connection with Academy fees.

Software

We use the company Class Manager who provide software for Beat Feet Academy of Dance. Class Manager will receive your personal information as it is used to create an account for each of our customers. This allows Class Manager to create invoices, payment logs and receipts for you. This software also means that we can contact specific groups or classes if required. You can view Class Manager's privacy policy at www.classmanager.com.

Examination Boards

It is also necessary to share your child's information with the examination board ISTD (Imperial Society of Teachers of Dance) when the student is due to take an examination. This is to enable the ISTD to create a PIN number for your child, which will be used to log their results from every exam so that this record can be used by yourself when required and the student can benefit from UCAS points that may be awarded. This information will also be used to create exam timetables and to inform the examiner of any requirements your child may have. You can view the ISTD privacy policy at www.ISTD.org.

How long do we keep the data for?

Under GDPR, some of your information will be kept indefinitely. This can include after you have left Beat Feet Academy of Dance but does not mean that it will be used to contact you if the contract has been fulfilled. It is necessary to keep information regarding agreement to terms & conditions, rules & regulations, Beat Feet Academy of Dance policies or permission for photographs and videos.

How to access your personal information

You are entitled to view or amend the personal information that we hold. You can do this by emailing your request to our data protection officer Julie Latham at julie@beatfeetdance.co.uk

Changes to this Privacy Notice

This policy is in effect from 18th April 2019 and will be reviewed on an annual basis. Beat Feet Academy of Dance reserves the right to make changes to this policy.