



# Privacy & Data Protection Policy

**Maddy's Dance School of Suffolk**

**Effective Date:** 19/09/2025

**To be Reviewed:** 19/09/2026

## 1. Introduction

This Privacy & Data Protection Policy sets out how **Maddy's Dance School of Suffolk** collects, stores, uses, and protects personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

We are committed to respecting your privacy and ensuring your personal information is handled responsibly and securely.

## 2. Who We Are

## **Maddy's Dance School of Suffolk**

Phone: 07307185812

Email: maddysdanceschoolofsuffolk@gmail.com

Data Controller: Maddy Brewer/ Principal

### **3. What Information We Collect**

We may collect and process the following personal data:

#### **From Students and/or Parents/Guardians:**

- Name, date of birth, and gender
- Parent/guardian contact details (address, phone, email)
- Emergency contact information
- Medical information or special educational needs
- Class attendance records
- Photographs or videos (if consented)
- Payment records

#### **From Staff and Volunteers:**

- Name, address, contact information
- DBS certificate details
- CV and qualifications
- Emergency contact details

### **4. How We Use Personal Data**

We use personal information to:

- Register students for classes and manage enrolments
- Communicate important information (e.g. class updates, emergencies)
- Monitor attendance and student progress
- Deliver safe and appropriate dance training
- Manage payments and invoicing
- Comply with legal obligations (e.g. safeguarding, insurance)
- Promote the school (photos/videos – only with consent)

### **5. Legal Basis for Processing Data**

We collect and use personal data on the following legal bases:

- **Contractual obligation:** to provide dance tuition services
- **Legitimate interest:** to manage our business operations
- **Consent:** for photographs/videos and optional marketing
- **Legal obligation:** to comply with safeguarding and health & safety laws

## 6. Data Sharing

We do **not** share your data with third parties for marketing. We may share data with:

- Emergency services (in case of accident or injury)
- Legal or regulatory bodies (if required by law)
- IT or booking system providers (only for administrative purposes and under strict confidentiality)

All third parties are required to comply with UK GDPR and have suitable data protection measures.

## 7. How We Store Your Data

- Digital records are stored securely on password-protected systems.
- Paper records (if any) are kept in locked storage.
- We retain data only for as long as necessary:
  - Student records: up to 6 years after last activity
  - Financial records: minimum 6 years (as per HMRC requirements)
  - DBS/Staff records: for the duration of employment plus 6 years

## 8. Your Data Rights

Under the UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of incorrect or outdated data
- Request deletion of your data (where lawful)
- Object to or restrict processing
- Withdraw consent (where processing is based on consent)
- Lodge a complaint with the **Information Commissioner's Office (ICO)**

To exercise these rights, please contact: **Email:** maddysdanceschoolofsuffolk@gmail.com **Phone:** 07307185812

## 9. Photos and Videos

We may take photos or videos during classes or events for use on our website, social media, or promotional materials.

- Consent is collected at registration and may be withdrawn at any time.
- No images will be used without parental consent for children under 18.

## **10. Website and Cookies**

- Basic cookies may be used to improve user experience.
- We do not use tracking cookies or share website visitor data with advertisers.
- Our website may contain links to third-party sites – we are not responsible for their privacy practices.

## **11. Changes to This Policy**

We may update this policy occasionally. You will be notified of any significant changes via email or on our website.

## **12. Contact Us**

If you have any questions about this policy or your data, contact:

**Maddy Brewer** – Data Protection Lead

**Email:** [Maddysdanceschoolofsuffolk@gmail.com](mailto:Maddysdanceschoolofsuffolk@gmail.com)

**Phone:** 07307185812