



## **PRIVACY POLICY**

At Clay's Dance Academy, we respect your privacy and are committed to protecting the personal information of our students, parents/guardians, staff, visitors, and website users.

This Privacy Policy explains what personal information we collect, how we use it, how we protect it, and your rights regarding your information.

### **1. Who We Are**

Clay's Dance Academy is responsible for the personal information collected through our dance classes, enrolment processes, website, events, and other services.

#### Contact:

Samantha Clay Limited t/a Clay's Dance Academy

Principal – Samantha Clay 07583 981007

### **2. Information We Collect**

Depending on how you interact with us, we may collect: -

#### Student and Parent/Guardian Information

- Name and contact details
- Date of birth or age
- Address
- Parent/guardian details for students under 18
- Emergency contact information
- Class and timetable information
- Attendance and enrolment records
- Payment and billing information

#### Health and Safety Information

Where necessary for the safe participation of students, we may collect information about: -

- Injuries or medical conditions

- Allergies
- Accessibility requirements
- Relevant health or fitness information

We only request information that is reasonably necessary for the safe and effective delivery of our classes and services.

### Website and Online Information

When you use our website, we may collect: -

- Your IP address
- Browser and device information
- Pages you visit and how you interact with our website
- Information submitted through contact or enquiry forms
- Cookies and similar technologies, where applicable

### **3. How We Use Your Information**

We may use personal information to: -

- Process class registrations and enrolments
- Manage timetables, attendance, and student records
- Communicate with students and parents/guardians
- Process payments and refunds
- Contact emergency contacts where appropriate
- Support student health, safety, and accessibility
- Organise performances, competitions, workshops, and events
- Respond to enquiries and requests
- Send important information about classes, cancellations, changes, or school activities
- Send marketing communications where permitted and, where required, with your consent
- Maintain and improve our website and services
- Meet our legal, regulatory, insurance, and safeguarding obligations
- Prevent fraud, misuse, or other unlawful activity

### **4. Photographs and Videos**

From time to time, we may take photographs or videos during classes, rehearsals, performances, competitions, or other school activities.

We may use these images for purposes such as: -

- Promoting the dance school
- Our website and social media pages

- Printed promotional materials
- Newsletters or school communications
- Recording and celebrating school performances and events

Where required, we will obtain appropriate permission before using identifiable images of students, particularly children and young people.

You may withdraw permission for future promotional use by contacting us at [sammyclay22@gmail.com](mailto:sammyclay22@gmail.com) . Please note that withdrawing permission does not necessarily require us to remove material that has already been lawfully published or distributed.

## **5. Children's Information**

We recognise the importance of protecting children's personal information.

Where a student is under the applicable age of consent, we may deal with their parent or legal guardian when collecting information or obtaining consent, where required by law.

We will only collect and use children's information where it is necessary for purposes such as enrolment, class administration, communication, safeguarding, health and safety, or other legitimate school activities.

We do not knowingly collect more children's personal information than is reasonably necessary for these purposes.

## **6. How We Share Information**

We do not sell or rent personal information.

We may share information where necessary with trusted third parties, such as: -

- Payment processors
- Booking or class-management software providers
- Website and IT service providers
- Insurance providers
- Professional advisers
- Event or competition organisers where necessary
- Emergency services or healthcare professionals where appropriate
- Authorities or other organisations where required by law

Where appropriate, we take reasonable steps to ensure that organisations processing information on our behalf protect it appropriately.

## **7. Payments**

Where you make a payment, your payment information may be processed by a third-party payment provider.

We do not normally store complete payment card details ourselves. Payment providers process your information in accordance with their own privacy policies and security practices.

## **8. Cookies**

Our website may use cookies or similar technologies to provide essential functionality, understand website usage, and improve your experience.

Where legally required, we will ask for your consent before placing non-essential cookies on your device.

You can manage or disable cookies through your browser settings, although doing so may affect some website functionality.

## **9. How We Protect Your Information**

We take reasonable technical and organisational measures to protect personal information against: -

- Unauthorised access
- Loss or theft
- Accidental destruction
- Unauthorised alteration
- Unlawful disclosure

However, no method of transmitting or storing information electronically can be guaranteed to be completely secure.

## **10. How Long We Keep Information**

We keep personal information only for as long as reasonably necessary for the purposes for which it was collected, including to meet legal, accounting, insurance, safeguarding, and reporting requirements.

When information is no longer required, we will take reasonable steps to securely delete or anonymise it.

## **11. Your Privacy Rights**

Depending on applicable data protection law, you may have rights including: -

- The right to request access to personal information we hold about you
- The right to request correction of inaccurate information
- The right to request deletion of information in certain circumstances
- The right to restrict or object to certain processing
- The right to withdraw consent where processing is based on consent
- The right to receive certain information in a portable format
- The right to complain to your relevant data protection authority

To exercise your rights, please contact us using the details below.

**Email:** [sammyclay22@gmail.com](mailto:sammyclay22@gmail.com)

We may need to verify your identity before fulfilling certain requests.

## **12. Marketing Communications**

We may send information about classes, workshops, performances, events, or other services where permitted by applicable law.

Where consent is required, we will ask for it before sending marketing communications.

You can unsubscribe from marketing communications at any time by contacting us or using the unsubscribe option included in the relevant communication.

Please note that you may still receive essential administrative communications, such as information about your classes, payments, safety, or schedule changes.

## **13. Third-Party Websites**

Our website or communications may contain links to third-party websites, including social media platforms, ticketing services, or payment providers.

We are not responsible for the privacy practices or content of third-party websites. We recommend reviewing their privacy policies before providing them with personal information.

## **14. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes to our services, technology, legal requirements, or privacy practices.

The latest version will be published on our website with the updated date shown at the bottom of this policy.

## **15. Contact Us**

If you have questions about this Privacy Policy or how we handle personal information, please contact Samantha Clay.

We will endeavour to respond to privacy enquiries as promptly as reasonably possible.

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| Last reviewed and updated: | 1 <sup>st</sup> September 2026 |
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| <b>Samantha Clay</b> |
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| <b>Principle – Clays Dance Academy</b> |
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