



Data Protection & Privacy Notice

Freedom Studios is committed to protecting and respecting your privacy.

This Privacy Notice explains:

- How, when, and why we collect person information
- How we use the information
- How long we keep it
- When and how we may share it with others
- How we keep it secure
- Your privacy rights and how the law protects you

We only use personal information if we have an appropriate reason (lawful basis) to do so and this includes sharing information outside Freedom Studios.

How do we collect information from you?

We may obtain information about you when you:

- Complete an online or paper registration form
- Speak to us on the telephone or in person
- Email us
- Visit our website(s)
- Make a payment or donation
- Make a booking for an event, class, or workshop
- Complete a survey online or paper version
- Sign up as a team dancer
- Contact us through social media platforms

What type of information is collected from you?

The personal information we collect may include your:

- Name
- Date of birth/age
- Gender
- Medical information
- Home Address
- Email Address
- Telephone Number
- Nationality
- Clothing size for costume/uniform purposes
- School or business name
- School or business address

- Credit/Debit Card or PayPal information
- Health or disability information (or other 'special data')
- Emergency contact name, number, and relation to you
- Dance teaching experience and/ or skills, qualifications (dance, dance teaching etc.)
- IP (internet protocol) address
- Information regarding the web pages you have visited and when
- Photographs and filming during classes, workshops, and events
- Closed Circuit Television (CCTV) images are monitored and recording 24 hours a day, every day

(The above list is representative, not exhaustive)

How is your information used?

We use information to:

- Process an application that you have made for an activity (membership, class, course, workshop, or event)
- Process an order for a product or other service
- Process a payment for a product or service
- Process entries for competitions or bursaries
- Seek your views or comments on services we provide
- Notify you of changes to our services
- Send you communications/ publications which you have requested and that may be of interest to you, which may include information about new products, services, events, and activities
- Handle an enquiry or complaint you have made
- Invite you to attend an event, seminar, or conference
- Ask you to support our work by donating or becoming a sponsor, or supporter of Freedom Studios
- To Contact you in an emergency situation
- Treat you in an emergency first aid situation (OPT OUT option in our terms and conditions – Clause 19)
- Create registers to share with teachers, faculty, and course attendants
- We may use photographs and filming on our social media platforms and website (OPT OUT option in our terms and conditions – Clause 20)
- CCTV Images are monitored and recorded for the for the purposes of crime prevention, the prevention of anti-social behaviour, for the safety of our staff, participants, visitors, customers and for the protection of Freedom Studios property.

(The above list is representative, not exhaustive)

How long is your information kept?

We review how long we keep personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations, for example, all financial records are held for seven years. In other areas of business, we hold your personal information our systems, only for only as long as is necessary for the relevant activity, or as long as is set out in any relevant contract or agreement you hold with us.

CCTV is monitored by reception staff during opening hours and CCTV is recorded and stored for seven days, after seven days the system automatically deletes the footage. CCTV Images are being monitored and recorded for the purposes of crime prevention, the prevention of anti-social behaviour, for the safety of our staff, participants, visitors, customers and for the protection of Freedom Studios property. The system is in operation 24 hours a day, every day. These images may be passed to law enforcement authority if necessary. This system is controlled by Freedom Studios and is only accessed by the Dance School Manager or designated authorised staff members through password log in. CCTV is clearly marked with signs around the building as to where it is in place, the location

of CCTV cameras has been chosen with great care and are not placed where individuals would have reasonable expectation of privacy (such as changing rooms and bathrooms).

Who has access to your information?

We **DO NOT** sell or rent your information to other organisations. We **DO NOT** buy or rent information from other organisations. We may pass your information to third party service providers, agents, subcontractors, or other associated organisations. This is only done when stated and for the purposes of completing tasks and providing goods and services to you on our behalf. When we do this, we disclose only the personal information that is necessary to deliver the service and we have an agreement in place that requires them to keep your information safe and secure and not to use it for any other purpose. Please be reassured that we will not release your information to other organisations unless in exceptional cases when we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime. In all other instances, we would only share your information with another party, if you have given your explicit permission to do so.

Third Party Providers

We make certain personal information available to third parties who provides services to us. We do so on a 'need to know basis' and in accordance with applicable data privacy law. For example, some personal information will be available to third party companies who provide us with:

- Our HR/Health & Safety services
- Our Accountant
- Services in relation to criminal record screening, e.g. Disclosure & Barring Service
- Services in relation to exams and training
- Auditors, advisors, legal representative, and similar agents in connection with the advisory services they provide to us for legitimate business purposes and under a contractual prohibition of using the personal information for any other purpose.

Recognition and Accreditation

If you apply for a Level 1 or 2 Dance Leadership course, your personal information will be shared with SLQ (the awarding body for Sports Leadership Qualifications). In order for participants to be entered in for their course we are required to share their full name, date of birth, gender and contact information with SLQ. This personal is requested by SLQ and no further details are shared.

Other Third-Party Providers

- **ZOOM** is used as a platform for online video training and learning
- **Yahoo** is used in order for us to receive and send emails
- **Studio Bookings** is used as a database system for all our participants and customers details. We use this software to enrol students into classes, to monitor class sizes, organise timetables, print registers, record attendance, send out correspondence to customers and also to generate and send out invoices. We will not use your personal information for marketing and communications purposes.
- **DS Colour Labs** is used as our printing service for photographs, promotional offers, and advertising campaigns.
- **Wordpress** is used to generate, edit, and power our website.
- **iZettle, Stripe & PayPal** is used to securely process and store financial information.

We (Freedom Studios) **DO NOT** store card details on our systems for use in future transactions.

Social Media Platforms

If you engage with Freedom Studios on any of our social media channels you should know that we do not collect your personal information it remains within the platform that we are using and so you should familiarise yourself

with their privacy notices and policies: Facebook, Twitter, Instagram and YouTube. Freedom Studios may use information you provide to share updates, news, and events, in the form of customised online advertising. If you send us a direct message, your information still remain within the platform unless we ask you to provide us with your contact details to continue the conversation offline or privately, and you consent to do that.

Your choices and individual privacy rights

You have a choice about whether or not you wish to receive information from us. If you decide you no longer want to be contacted regarding Freedom Studios products, services, and events you can inform reception staff of this and they will make a note of this on your online profile.

You have rights to ask for a copy of the personal information that Freedom Studios holds about you. Please contact freedomdancetraining@yahoo.co.uk or write to Freedom Studios, Cavendish Street, Birkenhead, CH41 8BA. We will respond to you as soon as possible and usually within one calendar month.

Any person whose image has been recorded via our CCTV systems has a right to be given a copy of the information recorded. To exercise this right, the person must make an application in writing and pay £5.00 for this request and give us one calendar month to respond to the request.

You also have the right to have your information erased, to object and to restrict processing. If you wish to do this please contact freedomdancetraining@yahoo.co.uk or write to Freedom Studios, Cavendish Street, Birkenhead, CH41 8BA. We will respond to you as soon as possible and usually within one calendar month.

Children

We are particularly concerned to protect the privacy of children. We are confident that our systems and processes are designed to be fair to children, to protect their rights and freedoms, and to be fully in line with their reasonable expectations and those of their parents. We take responsibility for identifying the risks and consequences of processing children's data. Sometimes we may need to check your age, which might mean we need to contact your parent or guardian.

Security precautions in place to protect the loss, misuse, or alteration of your information

When you give us personal information, we take the necessary steps to ensure that it is treated securely. While we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, via email for example and you do so at your own risk.

Once we receive your information, we make all reasonable efforts to ensure its security on our systems. For example, when registering for your online account with us you supply your own email and password as a personal log in to your online account, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. Our paperwork, work laptops and cameras that contain personal data are stored in a lockable cabinet outside of working hours.

Questions and complaints

Any questions regarding this privacy notice and our privacy practices should be sent by email to freedomdancetraining@yahoo.co.uk or telephone +44 (0)7432 581110.

If you have a complaint about our privacy practices and the way we have collected, used, retained or disposed of your information please contact freedomdancetraining@yahoo.co.uk or telephone +44 (0)7432 581110.

Privacy Notice review

We review this notice annually or as and when changes in legislation or internal procedures require it.