

BERKSHIRE DANCE ACADEMY


PRIVACY NOTICE (GDPR-COMPLIANT)

1. Who we are


Berkshire Dance Academy (“we”, “our”, “us”) is a dance school based in Bracknell, Berkshire. We provide dance classes, workshops, performances, and related activities.

We are the “data controller” of the personal information we collect, which means we decide how and why your personal data is used.

Our contact details are:

 Address: 27b Grovelands Avenue, Wokingham, Berkshire, RG41 5JU

 Email: info@berkshiredanceacademy.co.uk

 Phone: 07977670525

2. What information we collect

We may collect and process the following personal data:

- Students & Parents/Guardians
 - Contact details (name, address, email, phone)
 - Date of birth and age
 - Emergency contacts
 - Medical information including SEND (allergies, injuries, health conditions relevant to safe participation)
 - Attendance records
 - Photos and videos (with consent, for teaching, assessment, publicity or performances)
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 - Any data relating to competitions and shows

- Staff & Volunteers
 - Contact details
 - Employment/engagement details
 - References, CVs, qualifications
 - DBS and safeguarding information
 - Payment and tax details
 - Website visitors
 - IP address, cookies, and browsing activity (where applicable)
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3. How we use your information

We use personal data for:

- Registering students on class manager
 - Contacting parents/guardians about classes, fees, events, or emergencies
 - Ensuring health & safety, safeguarding and child protection
 - Processing payments and maintaining financial records
 - Administering staff contracts, payroll, and safeguarding checks
 - Promoting the academy (with consent, e.g. photos/videos on website or social media)
 - Complying with legal obligations (e.g. safeguarding, tax, insurance)
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4. Legal basis for processing

Under UK GDPR, we must have a lawful basis to process your data. We rely on:

- Contract – to provide classes and services you have signed up for.
- Legal obligation – to comply with the law (e.g. safeguarding, tax).
- Vital interests – to protect health and safety in emergencies.

- Legitimate interests – to run and improve the academy (e.g. managing schedules, communications).
 - Consent – for optional activities (e.g. using photos for publicity).
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5. How we store and protect your data

- Information is kept securely (paper records locked, digital records password-protected/encrypted).
 - Access is restricted to authorised staff only.
 - We do not sell your data to third parties.
 - We may share data with trusted service providers (e.g. payment processors, exam boards, insurers) where necessary to provide our services.
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6. How long we keep your data

We keep personal data only for as long as necessary:

- Student and parent records – for the duration of your enrolment + up to 6 years (for legal/accounting purposes).
- Staff records – for the duration of employment/engagement + up to 6 years (longer if legally required).
- Photos/videos – until consent is withdrawn
- Data from events will be deleted after the event has taken place providing it does not need to be kept for safeguarding, child protection or any other valid reason.

After this, data will be securely deleted or anonymised.

7. Your data protection rights

You have the right to:

- Access your personal data (“subject access request”)
- Correct inaccurate or incomplete data
- Request erasure (“the right to be forgotten”)
- Restrict or object to processing
- Withdraw consent (where processing is based on consent)
- Request data portability (transfer to another provider, where applicable)

To exercise these rights, contact us at: Info@berkshiredanceacademy.co.uk

If you are unhappy with how we handle your data, you have the right to complain to the Information Commissioner’s Office (ICO): www.ico.org.uk.

8. Competition dancers correspondence facebook group

Purpose of the private facebook group

This private online group is used only for sharing team information such as rehearsal schedules, competition times, and other relevant updates.

To ensure compliance with data protection principles and minimise the retention of personal data, The facebook communication group records are reviewed and refreshed at the start of each academic year. The existing group is deleted, and a new group created for the new cohort of children.

Parents of children sign a consent form for the group.

This procedure ensures that children’s personal data is not retained for longer than necessary and that only current, relevant information is held. All data relating to the previous academic year is securely deleted in accordance with the organisation’s data retention schedule and data protection obligations under the UK GDPR and Data Protection Act 2018.

What information will be shared

- Children’s first names only (no surnames)
- Competition/rehearsal times

- General team updates
- Photos or videos only with prior consent

Who can access this information

- Only approved parents/guardians of team members and official coaches.
- The group is set to Private and Hidden, so it cannot be found or viewed by anyone else.

How your child's data is protected

- We minimize data: only first names will be used.
- No personal details such as addresses, schools, or contact numbers will be posted.
- Photos or videos will only be uploaded if parents/guardians have given explicit consent.
- Information will never be shared outside this group without permission.

Your rights under GDPR

- You may request that your child's information be removed from the group at any time.
- You may withdraw your consent for photos or videos at any time.
- If you leave the group, your child's details will no longer be posted.

9. Children's data

We only collect children's data with parental/guardian consent. Parents/guardians may access, update, or request deletion of their child's data at any time.

10. Changes to this notice

We may update this Privacy Notice from time to time. The latest version will always be available on our website or upon request.