

Data Protection Policy

In accordance with the GDPR Statement, General Data Protection Regulations 2018:

GDPR stands for General Data Protection Regulation and replaces the previous Data Protection. It was approved by the EU Parliament in 2016 and came into effect on 25th May 2018. GDPR states that personal data should be 'processed fairly & lawfully' and 'collected for specified, explicit and legitimate purposes' and that individuals data is not processed without their knowledge and are only processed with their 'explicit' consent. GDPR covers personal data relating to individuals.

Samantha Dene's Dance and Fitness is committed to protecting the rights and freedoms of individuals with respect to the processing of children's, adult's, parents, visitors and staff personal data. The Data Protection Act gives individuals the right to know what information is held about them. It provides a framework to ensure that personal information is handled properly.

What we do at Samantha Dene's Dance and Fitness:

- We do not disclose or sell personal data to third parties.
- We do not disclose personal data to other members of the school and their families.
- The school uses contact numbers and emails for newsletters, updates, whole school and individual communication, invoices and general information.
- The school collects information through our website www.samanthadenedanceandfitness.com.
- The school collects and stores information through our online booking system 'Class4Kids' which is an online booking platform. Samantha Dene's Dance and Fitness has agreed to the Class4Kids – Organiser Terms of Use. We follow their data protection policy as seen at: <https://clubs.classforkids.co.uk/privacy-cookie-policy/#privacy-policy>. (Our customers acceptance of this Privacy Policy is deemed to occur upon your first use of the Class4Kids website and you will be required to read and accept this Privacy Policy when signing up for an account.)
- Emergency Parent contact numbers are given to teachers termly for the sole use of emergency contact only.
- Personal data is stored in a password protected document.
- Paper registration forms are shredded and destroyed once data has been put into the Class4Kids online system or into the emailing system for adult classes.
- Should contracts be terminated by staff, or a student/adult no longer attends dance or fitness sessions, hard copy information is destroyed and deleted from back ups such as iCloud.

Information about individual children and adults is used in certain documents, such as, a weekly register, medication forms and examination documentations. These documents include data such as children's/adults names, date of birth and emergency contact numbers. These records are shredded or deleted after the relevant retention period, including from back ups such as iCloud.

GDPR includes 7 rights for individuals:

1) The right to be informed:

The School collects and stores parent's and or guardian's names, addresses, emergency telephone numbers and email addresses through the Class4Kids website. We collect names, telephone numbers, addresses, and email addresses of adults attending fitness sessions. We also collect full names, addresses, date of birth of children all of which and are stored securely. Paper registration forms are destroyed once the data is put into our online Class4Kids system and emailing system. This is in respect of our Health and Safety and Safeguarding Policies. Samantha Dene's Dance and Fitness holds data on its teachers such as names, addresses, email addresses, telephone numbers and bank details. Information such as Disclosure and Barring Service checks (DBS), personal Public Liability insurance, First Aid, Membership details and any qualifications. This information is stored securely on a passworded laptop and paper forms are destroyed once all data is logged. We collect information on our website such as name, email, and a message, billing information for our online store and merchandise.

2) The right of access:

At any point an individual can make a request relating to their data and Samantha Dene's Dance and Fitness will need to provide a response within 1 month. Samantha Dene's Dance and Fitness can refuse a request, if we have a lawful obligation to retain data but we will inform the individual of the reasons for the rejection.

3) The right to erasure:

You have the right to request the deletion of data where there is no compelling reason for its continued use. However Samantha Dene's Dance and Fitness has a legal duty to keep student and parents details for a reasonable time*. Samantha Dene's Dance and Fitness retain records relating to student's accident and injury records for 19 years (or until the child reaches 21 years), and 22 years (or until the child reaches 24 years) for Child Protection records. Self Employed Teaching records will be erased when the member leaves their position. All hard copy information is destroyed including from back-ups such as iCloud.

* Samantha Dene's Dance and Fitness holds personal data while the student is registered at the school. The school requires a written notice to leave the school to put into action the erasure of your data. If records of this is not found, the school will continue to use your data for School purposes only.

4) The right to restrict processing:

Parents, visitors and staff can object to Samantha Dene's Dance and Fitness processing their data. This means that records can be stored but must not be used in any way, for example school newsletters, general emails about school news and updates and text service. In this situation, the school has no obligation to refund any classes missed or cancelled due to 'lack of communication'. It will be the parents/adults responsibility to ensure they are informed about the termly events happening at the school.

5) The right to data portability:

Samantha Dene's Dance and Fitness requires data, for example registers to be transferred from student, to teacher, to school principal. The school also requires to provide data such as student D.O.B and exam pin number's to be able to enter students in ISTD Exams. In this case recipients use secure file transfer systems.

6) The right to object:

Parents, visitors and staff can object to their data being used for certain activities like marketing or research. Samantha Dene's Dance and Fitness does not use personal data for such purposes.

7) The right not to be subject to automated decision-making including profiling:

Automated decisions and profiling are used for marketing based organisations. Samantha Dene's Dance and Fitness does not use personal data for such purposes.

Samantha Dene's Dance and Fitness collects a large amount of personal data every year including:

- Personal information of any parent who registers their child(ren) to our classes.
- Names
- Contact information including email address, address, number, emergency contact names and numbers
- Health or medical information
- Company
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers
- Names and addresses of those on waiting lists.

These records are shredded/deleted if the child/adult does not attend, wishes to discontinue classes or they are added to a file and stored appropriately.

Personal data is collected through the 'Class4Kids' website, as seen in their data protection policy at: <https://clubs.classforkids.co.uk/privacy-cookie-policy/#privacy-policy>.

Through the Class4Kids website we will be able to:

- Access personal information of any parent who registers their child(ren) to our classes.
- Access the child/adult profile of the child/adult who has been registered for our classes including emergency contact details and medical information.
- Register additional personal to help run the organiser account i.e teachers of classes.
- Send updates and information about classes booked to parents via email/text.
- Record any notes on a child
- Add new parent details
- Request additional information re levels of ability, any specific access requirements etc.
- Download or export the personal data of the parent/adult registered for our classes at Samantha Dene's for our own legitimate business purposes, ie class registers, data analytics etc.

When you make a booking or purchase we collect information such as:

- Title
- Name
- Email address
- Home or work address
- Billing information taken for merchandise, deposits, ticketing

- Telephone number
- Company name
- Special requests
- Marketing preferences (whether you opt-in or opt-out)
- Marketing responses (where applicable)
- Survey responses (where applicable)

Samantha Dene's Dance and Fitness stores personal data held visually in photographs or video clips or as sound recordings. No names are stored with images in photo albums, displays, on the website or on the Samantha Dene's Dance and Fitness social media sites.

Access to the school email account, website, personal data, social media accounts, newsletters and examination details is password protected and is not available to members of the public, members of the school and or its staff. The Principal Samantha, has sole access to all of this data. When a member of staff leaves the school these passwords are changed in line with this policy and our Safeguarding policy. Any portable data storage used to store personal data, e.g. USB memory stick, are password protected and/or stored in a locked filing cabinet.

What we do with information we gather:

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, or mail.
- Process bookings
- Notify you of your bookings or purchases
- Pre-ordering
- Buy gift vouchers
- Pay deposits
- Process purchases
- Send you information relating to our products and services, including reservation confirmations and updates, receipts, technical notices, updates, security alerts, and support and administrative messages.
- Send notifications by email or SMS via our systems are to confirm your booking details and to send a survey out after the event or purchase.

Payment Card Information:

To use certain services on our Sites and Applications we may require credit or debit card account information in order to:

- Make class reservations

- Make payments
- Pay a deposit for our services
- Pre-order events/merchandise and to purchase gift vouchers.
- Book an event

By submitting your credit or debit card account information through our Sites, to the extent permitted by applicable law, you expressly consent to the sharing of your information with us, third-party payment processors and you further agree to the following terms.

When you use a credit or debit card to secure a reservation through our Site, we provide your credit or debit card account information (including card number and expiration date, but excluding the CVV number) to our third-party payment service providers.

When you initially provide your credit or debit card account information through our Site in order to use our merchandise & event payment services, we provide your credit or debit card account information to our third-party payment service providers through our Sites in the future to the extent permitted by local law.

Your data security:

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at samanthadenes@outlook.com. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen. You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to samanthadenes@outlook.com.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us at samanthadenes@outlook.com as soon as possible. We will promptly correct any information found to be incorrect.

Personal information that this website collects and why we collect it:

This website collects and uses personal information for the following reasons:

Tracking site visits:

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you, but Google do not grant us access to this. We consider Google to be a third-party data processor.

Google Analytics makes use of cookies, details of which can be found on Google's developer guides.

Disabling cookies on your internet browser will stop Goggle Analytics from tracking any part of your visit to pages within this website.

How we use cookies:

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives 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 modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. One our samanthadenesdanceandfitness.com website we ask consent from our users to store/retrieve information on/from their computer or mobile device as soon as they access the site.

For further information visit www.aboutcookies.org or www.allaboutcookies.org.

Use of site by children:

We do not sell products or services for purchase by children. We do sell products and services to institutions and individuals who have children, but for purchase by adults. If you are under 18, you may use our site only with consent from a parent or guardian.

Contact form and Email links:

Should you choose to contact us using the contact form on our 'contact' page or an email link, none of the data that you supply will be stored by this website or passed to/be processed by any third party data processor.

We also hold details on our computers relating to the information you provide us with on our contact forms or email links. We do this in order to reply to your enquiry.

If you do not want us to keep any of your details on file please advise us.

We do not exchange, sell, rent or give away your email address or any other details to other companies.

Facebook custom audiences:

In the context of interest-based online advertising, we use the product Facebook Custom Audiences. For this purpose, a non-reversible and non-personal checksum (hash value) is generated from your usage data. That hash value can be transmitted to Facebook for analysis and marketing purposes. The collected Information contain your activities on the website of the trivago N.V. (e.g. browsing behaviour, visited subpages, etc.). Your IP address is transmitted as well and used for geographical

controlling of advertising. The data collected is only transmitted encrypted to Facebook and is anonymous to us that means the personal data of individual users are not visible to us.

For more information about the privacy policy of Facebook and Custom Audience, please check <https://www.facebook.com/about/privacy/> or <https://www.facebook.com/business/a/online-sales/custom-audiences-website> .

Facebook exchange FBX:

When you visit our websites with the help of marketing tags, a direct connection between your browser and the Facebook server is established. Facebook gets the information that you have visited our website with your IP address. This allows Facebook to assign your visit to our website to your user account. The information thus obtained we can use for the display of Facebook Ads. We point out that we as provider of the website have no knowledge of the content of the transmitted data and the use of it by Facebook.

Facebook conversion tracking pixel:

This tool allows us to follow the actions of users after they are redirected to a provider's website by clicking on a Facebook advertisement. We are thus able to record the efficacy of Facebook advertisements for statistical and market research purposes. The collected data remain anonymous. This means that we cannot see the personal data of any individual user. However, the collected data are saved and processed by Facebook. We are informing you on this matter according to our information at this time. Facebook is able to connect the data with your Facebook account and use the data for their own advertising purposes, in accordance with Facebook's privacy policy found under: <https://www.facebook.com/about/privacy/> . Facebook Conversion Tracking also allows Facebook and its partners to show you advertisements on and outside Facebook. In addition, a cookie will be saved onto your computer for these purposes.

By using the website you agree to the data processing associated with the integration of Facebook pixel.

Please click here if you would like to revoke your permission:

<https://www.facebook.com/ads/settings>

Data breaches:

We will report any unlawful data breach of this website's database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

Data controller:

The data controller of this website is: Samantha Dene's Dance and Fitness

Data storage:

Please use our 'contact' page to ask us anything else about our data protection systems.

The policy was issued by: Samantha Dene Boden	Date: 04/03/2020
To be reviewed: 04/03/2021	Signed: Samantha Dene Boden