



MAIDSTONE DANCE STUDIOS LTD

Data Protection Policy (Privacy Policy)

General enquiries to:

2 Brunswick Street East, Maidstone, Kent, ME15 7UX

mdstudios10@gmail.com www.maidstonedancestudios.co.uk 07553 852610

We are committed to protecting and respecting your privacy

Maidstone Dance Studios is committed to protecting the rights and freedoms of individuals with respect to the processing of childrens, 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.

We aim to provide you with the highest quality service whilst you are accessing our services. To do this, we must keep records about you and the services we provide for you. We aim to maintain high standards, adopt best practice for our record keeping and regularly check and report on how we are doing.

We will:

- only collect personal data for specified purposes
- explain why we are collecting personal data
- where necessary, seek consent relating to the use of personal data
- retain personal data securely and
- only hold personal data for as long as necessary to deliver the services we are providing you with

If you have any questions regarding this policy or our privacy practices then please contact us:

by email: mdstudios10@gmail.com

in writing: Maidstone Dance Studios, 2 Brunswick Street East, Maidstone, ME15 7UX

or by telephone: 07553 852610

We may change our privacy notices from time to time, so please check the Maidstone Dance Studios website (www.maidstonedancestudios.co.uk) occasionally to ensure that you are happy with any changes.

How do we collect information from you?

We obtain information about you when you contact us, attend our session or access any of our products and services. This will usually be through an application or registration/consent form submitted to us either by email, via jot form or as a hard copy passed to one of our teachers in person.

Directors - L Harris & M Ling

Registered Office - 2 Brunswick Street East, Maidstone
Incorporated in England and Wales No. 4393758

What information do we collect?

We rely on your consent to store and process the personal information that we collect.

How is your information used?

We may use your information to:

- provide you with information about our products, services and activities and to deal with your requests and enquiries, including complaints
- provide 'service administration purposes', which means that we may contact you for reasons related to the service or activity you signed up for (e.g. change of details regarding a class you attend, etc.)
- inform and provide emergency medical care if required
- seek your views or comments on the services we provide
- send you communications which you have requested and that may be of interest to you
- comply with the NHS Test and Trace programme for COVID-19*

*So as to open and run the school in a safe way, we will be storing data (name, phone number, date and times of attendances) for each class for 21 days to be able to share with the NHS Test and Trace Programme should there be any requests for data.

As and when we need to use your personal information for reasons other than the ones specified above, we will ensure that we notify you first. You will be given the opportunity to withhold or withdraw your consent for the use of your personal information for purposes other than those listed above.

How long will we hold your information?

We keep the information we hold about our customers and students for as long as is necessary to deliver the services we are providing you with.

Who has access to your information?

We will not sell or rent your information to third parties, or share your information with third parties for marketing purposes.

We may pass your information to our third party partners and other associated organisations, such as Kent County Council, the ISTD or Dance School Wear, for the purpose of providing services to you. However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and will request your prior consent to do so.

We may disclose your information to governmental agencies or entities, regulatory authorities, or other persons in line with any applicable law, regulations, court order or official request.

How can you access and update your information?

The accuracy of your information is important to us. If you would like to update or amend the information that we hold about you, then please contact us:

by email: mdstudios10@gmail.com

Depending on our reason for using your information you may also be entitled to:

- Ask us to delete information we hold about you
- Have your information transferred electronically to yourself or to another organisation
- Object to decisions being made that significantly affect you
- Object to how we are using your information
- Stop us using your information in certain ways

We will always seek to comply with your request however we may be required to hold or use your information to comply with legal duties.

For further information about your rights, including the circumstances in which they apply, see the guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality. We also have procedures in place to deal with any suspected data breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.