



## PRIVACY POLICY

**Effective Date:** 13-07-2025

Elevations Dance is committed to protecting your privacy and personal data. This Privacy Policy explains how we collect, use, store, and protect your information in line with the UK General Data Protection Regulation (UK GDPR).

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### 1. What Information We Collect

We may collect and process the following personal information:

- **Students and Parents/Guardians**
  - Full name and contact details (address, phone, email)
  - Emergency contact information
  - Medical or allergy information relevant to participation
  - Date of birth and age
  - Attendance records

- Media consent (photos/videos)
  - **Staff and Volunteers**
    - Contact details and references
    - Disclosure and Barring Service (DBS) information (where required)
    - Qualifications and experience
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## 2. How We Use Your Information

We use personal data to:

- Communicate with parents/guardians about classes, events, and emergencies
  - Deliver safe and effective dance instruction
  - Manage enrolments, payments, and class attendance
  - Respond to medical needs or incidents
  - Comply with legal and safeguarding requirements
  - Promote Elevations Dance (only with consent for photos/videos)
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## 3. Lawful Basis for Processing

We process data based on:

- **Consent** (e.g. for media use or marketing communications)
  - **Contract** (e.g. registering a child for classes)
  - **Legal obligation** (e.g. safeguarding and health and safety compliance)
  - **Legitimate interests** (e.g. managing classes and services)
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## 4. Data Sharing

We do not sell or share your information with third parties unless:

- Required by law (e.g. safeguarding concerns, insurance providers, regulatory bodies)
  - You have given us specific permission
  - It is necessary for delivering our services (e.g. payment processors)
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## 5. Storing and Protecting Your Data

- Personal data is stored securely in locked files or password-protected systems.
  - Access is limited to authorised staff only.
  - We regularly review and update our data security measures.
  - We retain data only for as long as necessary and securely delete it when no longer needed.
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## 6. Your Rights

You have the right to:

- Access the personal data we hold about you
- Request correction of incorrect or outdated data
- Withdraw consent (where applicable)
- Request data to be erased (subject to legal exceptions)
- Object to or restrict processing in certain circumstances

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

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## 7. Cookies and Website Privacy

If you use our website, we may collect non-identifiable data (e.g. cookies or IP addresses) to improve your online experience. You can manage cookie settings in your browser.

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## **8. Contact Us**

For any questions, concerns, or data requests, please contact:

### **Data Protection Lead**

Name: Hayley Byrne

Email: [hayley@elevationsleeds.com](mailto:hayley@elevationsleeds.com)

Phone: 07790 225385

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## **9. Updates to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website or at the studio. We will notify you of any significant changes.