



Bridge Academy of Performing Arts
16/05/18

Our Privacy Policy

Thank you for being a part of the Bridge Academy of Performing Arts.

As a business, we need to be able to maintain contact our customers and to this end, we do need to keep some personal data about our customers (parents) and students (their children).

As a school who gives children the opportunity to take exams, we do also need to share some personal data with our examining bodies in order for them to be registered for these exams.

1: About us

1.1 "We" or "us" throughout this document refers to The Bridge Academy of Performing Arts, which is a collaboration between two dance teachers Lynne Brownett and Clare Wilders who teach dance classes at the Vines Church Hall, The Terrace, Victoria Street, Rochester, Kent, ME1 1XN. As such we are the controller of your personal data described in this Privacy Policy.

1.2 If you have any questions about your personal data, please do feel free to drop us a line and we will be happy to help you out.

2: Use of the Website

Your use of our website www.bridgeballet.co.uk assumes agreement to our use of cookies. These can always be deleted from your computer at any time, using your browser's preferences settings.

3: Collection of Information

3.1 We do ask you to supply us with certain personal information in order to manage the school.

3.2 Contact details are gathered to ensure that we can keep you informed of any schedule changes, invoice you and inform you about your child's progress with their dance classes. Contact details include: email addresses, mobile phone number, home phone number and postal address.

3.3 Children's dates of births are collected, mainly so that we can register them for exams (dates of birth and gender are required by the organisations

IDTA, RAD and ISTD prior to exam entry). This also ensures that your child is in the correct class for their age group, and also allows us to wish them a happy birthday in our private Facebook group.

3.4 We also collect health information that could relate to your child's safety and learning whilst attending our dance classes. This could include notifications of allergies or breathing issues, behavioural or learning challenges in order to allow us to ensure the inclusivity of our classes.

3.5 We do not personally collect or hold any of your financial details.

3.6 We also collect email addresses, with permission, for our seasonal news mail.

3.7 We collect postal addresses partly for our market research, so we can see where most of our customers are based and also so we can send out postal greetings cards.

3.8 Some personal contact information of potential customers is collected via the route chosen by them for their initial enquiry.

3.9 Upon registration, further personal information is collected via our paper ParQ registration forms.

4: Use of Information

By joining the school, you agree to our use of your personal information in order to maintain and manage the smooth running of the school.

4.1 We use email addresses for general updates and the sending of invoices

4.2 We use mobile phone numbers to call parents to discuss students' progress and texts to send last minute updates or reminders. Especially when there is a last minute change to a class or facilities due to circumstances outside our control (Snow day for example). We also hold additional phone numbers for emergency contact purposes.

4.3 We use dates of birth for entries to exams, as these are required by the examination bodies to ensure correct identification of the candidates.

4.4 We use health information purely to ensure the safety and most effective class time for your child.

5: Storage of Information

5.1 Information is collected in paper format by completing our parQ questionnaire. These questionnaires are stored in a locked filing cabinet in a secure building.

5.2 The information is then transferred to an encrypted document on a password secured lap top.

5.2 Personal information is also processed with more than one on line data management service all of which are encrypted and password secured and fully GDPR (General Data Protection Regulation) compliant, and with whom we have Data Processing agreements. These include DanceBiz, MailChimp and Google Drive.

5.3 We have taken every measure possible to ensure the security of your data, however we cannot absolutely guarantee the security of information transferred over the internet.

6: Legal basis for Processing your Information

6.1 As mentioned above, our legal basis for collecting your information is to facilitate the management of our school and enable entry into recognised exams.

6.2 Please note we we will only collect information directly from you, with your consent, and information that is relevant to the management of our school.

7: Disclosure of your Information

7.1 We may disclose your personal information to third parties when permitted by law including:

1. with your consent
2. to our suppliers in order for them to help us provide the best possible service for you which includes:
 - a. Examining boards in order to enter students for exams
 - b. Our data management service in order to facilitate the smooth functioning of our business
 - c. Our provider of customer relationship management services (allowing us to send personalised email communications etc)
 - d. Our payment services provider in order to process your payments

7.2 These suppliers' use of your personal data may be subject to their own privacy policies which are available on their websites, and we recommend that you familiarise yourself with these.

3. If we sell or buy any business or assets in which case we may disclose your information to the prospective seller or buyer of such assets provided they be used in accordance with this Privacy Policy.
4. If all our assets are accrued by a third party provided that they continue to use your information substantially in accordance with this Privacy Policy.
5. If we are under a duty to disclose or share your information in order to comply with any legal obligation, or in order to enforce our terms and conditions, to protect our rights, property or safety, of our customers or others. This includes the exchanging of information with other

companies or organisations for the purpose of fraud protection and credit risk reduction.

8: Data Retention

8.1 We retain personal information we collect from you where there is an on going, legitimate business need to do so (for example to provide you with our services or to comply with applicable legal, tax or accounting requirements).

8.2 When we have no further on going, legitimate business need to process your personal information, we will either delete or anonymise it. If this is not possible (for example due to information being stored in back up archives) we will store your information securely and isolate it from any further processing until deletion is possible.

9: Your Rights

9.1 you have the following data protection rights:

- you can edit your personal details whenever you wish, simply send us your updated information and we can edit your details accordingly.
- You can object to the processing of your personal information or ask us to restrict the processing of your information (for example you can choose not to opt in to our general mailing list).
- You may unsubscribe from our mailing list at any time by clicking the “unsubscribe” button.
- You can remove your consent to our processing of your information at any time.
- You have the right to complain to a data protection authority about our collection and use of your personal information. For more information please contact your local data protection authority.
- Our website and facebook page may well share links to third party websites and companies. Please note that these websites will have their own privacy policies.

10: Children

10.1 We strongly believe in protecting the privacy of children and in line with this belief we are particularly careful with the information of our students.

10.2 We only collect the information necessary to run our classes in a safe and organised manner this may include the following:

- Health conditions that may affect the child’s ability to safely partake in dance classes
- Cognitive conditions that may challenge the child’s ability to process information shared in our classes. This will help us ensure that our classes are inclusive and enable the best possible learning outcome.
- Identification data (dates of birth and names) that are used by examination boards to confirm correct identity of each exam entrant.

11: Cookies

Our website uses cookies. Cookies are small files stored on your computer’s hard drive which are used to collect your personal information. You may

choose to refuse the cookies if you wish, however this may affect your experience on the website.

12: Research

12.1 In order to provide the highest level of dance classes, we use a third party research company to run our feedback forms. This information is anonymous and used to improve the quality and standard of our classes.

13: Updating this Privacy Policy

We may to update or amend this Privacy Policy from time to time, to comply with law or meet our changing business requirements. When we update our Privacy Notice we will take the appropriate measures to inform you, consistent with the significance of the changes we make.

14: Contacting Bridge Academy of Performing Arts

If you have any questions, comments or complaints about our Privacy Policy, please contact us using the details below:

Clare Wilders: 07885 680116

Lynne Brownett: 07748 244391

Or email us on bridgeacademyofperformingarts@hotmail.com