



# Privacy Policy

## Introduction

The Kellen Dance Academy is committed to protecting your privacy. Any personal data will be held fairly, in a transparent manner and processed lawfully in accordance with the General Data Protection Regulations (GDPR).

## Lawful basis for processing personal data

The GDPR requires a clear legal basis for processing an individual's personal information. Kellen Dance Academy processes this data under "legitimate interests". The data processed under this includes but is not limited to personal details, medical information, emergency contact information, photographic consent. For other areas Kellen Dance Academy will rely on consent.

## What we collect

We may collect and hold the following information

- contact information including email address
- medical information
- emergency contact details
- photographic consent

## What we do with the information we gather

We require this information in order to:

- Keep up to date internal record keeping.
- To send you emails and/or text messages regarding important information, assessment information, events and information that we believe will be essential or of interest to you.
- Ensure certificates and forms have the correct details.

## Data Retention

The Kellen Dance Academy retains information, under Legitimate Interests, even when a member has lapsed to allow for re-joining at a later date.

## Controlling your personal information

We may use your personal information to send you information, such as newsletters relating to UKAdance events and activities. If you have previously agreed to us using your personal information

You could be a star on the dance floor

38 Salutation Road, Darlington, DL3 8JN

T. Kelly Sloan/ Ellen Harrison 07810 272 788 E. [kellendance@virginmedia.com](mailto:kellendance@virginmedia.com) Web. [www.kellendance.co.uk](http://www.kellendance.co.uk)

## Disclosure

We will not sell, share or pass on your personal details to any third parties, other than described in this Privacy Policy, unless we have your permission or are required to do so by law. This may include governmental agencies, regulatory bodies or other person in line with any applicable regulations, laws, court orders or official request. If you believe that any information that we hold is incorrect or incomplete please email at [kellendance@virginmedia.com](mailto:kellendance@virginmedia.com) as soon as possible.

## GDPR Principles

The GDPR principles can be found here

**<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/principles/>**

## Your Rights

The GDPR includes the following rights for people:

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and the right not to be subject to automated decision-making including profiling.

This policy statement may, from time to time, be changed but an updated copy will be posted on our website and will also be available upon request.

If you have any questions concerning our privacy policy, please contact us to discuss them.

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