

Thornley Dance Academy

GDPR Privacy Policy



Effective Date: 1st January 2026

Last Updated: 25th February 2026

1. Introduction

Thornley Dance Academy ("we", "our", "us") is committed to protecting and respecting your privacy in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Policy explains how we collect, use, store, and protect your personal data when you:

- Enrol as a pupil or studio members
- Register a child for classes
- Visit our website or social media pages
- Contact us by phone, email, or social media
- Attend our events, competitions, or performances

2. Data Controller

Thornley Dance Academy is the Data Controller responsible for your personal data.

Contact Details:

Thornley Dance Academy

Rothley House, Coalville Business Park, Jackson Street, Coalville, LE67 3NR

Email: thornleydanceacademy@outlook.com

Phone: 07887 388612

If you have any questions about this policy or your data, please contact us using the details above.

3. What Personal Data We Collect

We may collect and process the following information:

Student & Parent/Guardian Information

- Full name (student and parent/guardian)
- Date of birth
- Home address
- Email address
- Telephone numbers
- Emergency contact details
- Medical information relevant to participation
- Photography/video consent preferences

Payment Information

- Billing address
- Payment records
- Bank details (if applicable for direct debit)
- Transaction history

Website & Communication Data

- Email correspondence
 - Enquiry forms
 - Website usage data (via cookies)
 - Social media interactions
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4. Lawful Basis for Processing

We process personal data under the following lawful bases:

- **Contractual obligation** – to provide dance tuition and related services
- **Legal obligation** – safeguarding, insurance, and financial record keeping
- **Legitimate interests** – administration, communication, and improving services
- **Consent** – photography, marketing communications, and promotional materials

You may withdraw consent at any time where consent is the lawful basis.

5. How We Use Your Information

We use your information to:

- Register students for classes
 - Manage attendance and progress
 - Ensure safeguarding and health & safety compliance
 - Process payments and maintain financial records
 - Communicate important academy information
 - Organise performances, competitions, and events
 - Promote the academy (where consent has been given)
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6. Photography and Video

We may take photographs and videos during classes, performances, and events for:

- Promotional materials
- Social media
- Website content
- Marketing publications

We will always seek explicit consent before using identifiable images of children. Consent can be withdrawn at any time.

7. Data Sharing

We do not sell personal data.

We may share personal data with:

- Examination boards (for entry purposes)
- Event organisers and competition providers
- Insurance providers
- Professional advisers (accountants, legal advisers)
- IT service providers
- Payment processors

All third parties are required to respect the security of your data and process it lawfully.

8. Data Retention

We retain personal data only as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, or safeguarding requirements.

Typical retention periods:

- Student records: Up to 6 years after leaving the academy
 - Financial records: 6 years (HMRC requirement)
 - Safeguarding records: As required by law and safeguarding guidance
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9. Data Security

We implement appropriate technical and organisational measures to protect personal data, including:

- Password-protected systems
 - Secure cloud storage
 - Limited access to authorised personnel only
 - Secure disposal of paper records
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10. Your Data Protection Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure ("right to be forgotten")
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent (where applicable)

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

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office

Website: <https://www.ico.org.uk>

Telephone: 0303 123 1113

11. Cookies

Our website may use cookies to enhance user experience. You can manage cookie preferences through your browser settings.

A separate Cookie Policy may be provided where applicable.

12. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available upon request and, where applicable, on our website.

13. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

Thornley Dance Academy

Email: thornleydanceacademy@outlook.com

Phone: 07887 388612

Address: Thornley Dance Academy, Rothley House, Coalville Business Park, Jackson Street, Coalville, LE67 3NR