

Northern Dance Academy
Privacy Policy



This privacy policy sets out how Northern Dance Academy Ltd uses and protects any information that you give to Northern Dance Academy Ltd when you use their services, website or social media.

Northern Dance Academy is committed to ensuring that your privacy is protected. Should we ask you to provide information by which you can be identified when using their services or online facilities, you can be assured that it will only be used in accordance with this privacy statement.

Northern Dance Academy may update this policy from time to time. You are able to check Northern Dance Academy Ltd privacy policy on their website by visiting www.northerndanceacademy.co.uk. You are also able to request a copy to ensure that you are happy with any changes made. This policy is effective from 25th May 2018.

What we collect

We may collect the following information:

- Full Name
- Contact information including contact number and email address
- Demographic information such as postcode, preferences and interests
- Next of Kin details
- Other information relevant to customer enquiries and/or offers.

What we do with the information gathered

We require this information to understand your needs and provide you with the most suitable service possible. The data we hold is also included the following reasons:

- Replying to enquires and questions relating to the services that Northern Dance Academy offers
- Invoicing for class fees
- Internal record keeping
- We may use the information we hold to improve our services
- We may periodically send promotional material about special offers or other information which we think you may find interesting using the email address or contact number that you have provided.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

How we store our data

All data held by Northern Dance Academy Ltd is stored either electronically which is secured by password access only or as a hard copy that is stored in a secure, locked place.

All data will be stored for an additional 12 months if you decide you no longer require our services or attend Northern Dance Academy Ltd classes.

How we use cookies on our Website

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better online facility which enables us to monitor the pages you find most useful. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website or social media pages may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form provided by Northern Dance Academy Ltd, look for the box that you can mark to indicate that you do not want the information to be used by anybody for direct contact purposes
- If you have previously agreed to Northern Dance Academy Ltd that we can use your personal information for direct contact purposes, you may change your mind at any time by emailing us at info@northerndanceacademy.co.uk

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please contact us at info@northerndanceacademy.co.uk

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.