



# Privacy Notice

## Introduction

The Academy of Dance is committed to process any personal information it holds only in ways that are fair, transparent and meet its legal obligations, in other words, in accordance with the Data Protection Act and its successor the General Data Protection Regulations (GDPR).

The Academy of Dance will take particular care over email addresses which in addition to the GDPR are subject to the Privacy and Electronic Communication Regulations (PECR).

## Data protection principles

The legislation sets out various data protection principles. These include that personal information is:

- Used fairly and lawfully
- Used for limited, specifically stated purposes
- Used in a way that is adequate, relevant and not excessive
- Accurate
- Kept for no longer than is necessary
- Kept safe and secure

## Your rights

The legislation conveys various individual rights. These include the following:

- The right to be informed
- The right to access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

The sections towards the end of this Privacy Notice inform you how you can exercise your rights.

## Information The Academy of Dance processes

The following sections describe the information that The Academy of Dance collects and how it is processed. The sections are split according to the type of information.



### Legal basis for processing

The legislation requires that there is a clear legal basis for processing personal information. In general The Academy of Dance relies on the individual's consent in order to process their data. Where there are exceptions such as a legal obligation, contractual agreement or The Academy of Dance's legitimate interest, they will be noted below. Please note that if consent is withdrawn the level of service that we can offer might be significantly restricted.

## Members

We collect contact details, membership details and qualification details in order to provide membership services.

That includes, but is not limited to, the administration of new memberships and renewals, access to the examinations service, providing disclosure and barring service checks and registration.

### Email addresses

If an email address is provided we assume consent to use it for administrative purposes of missed school news, events, membership related notifications (e.g membership renewal, processing of examination sessions, etc.).

### Data Retention

Once a member lapses, we retain sufficient and minimal information to identify the previous member. This allows the previous membership number to be used again if the member re-joins. The Academy of Dance relies on legitimate interest as the legal basis for retaining this information.

## Examination Candidates

We collect and hold information to administer the taking of qualifications and issuing of certificates to successful candidates. We will hold the certificate information indefinitely so that we can confirm it is genuine to relevant 3rd parties.

## Website visitors

The Academy of Dance website [theacademyofdance.ie](http://theacademyofdance.ie) uses a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns and statistical data about website performance (eg. Number of visitors to a specific part of the website). The data collected by Google Analytics does not collect personally identifiable information about website visitors.

### Forms

The information submitted by you through the website forms are only used for the stated purposes which are described in the relevant sections of this Privacy Notice.



### Links to other websites

The Academy of Dance is not responsible for any 3rd party links or for the actions of their respective owners included on our website. We encourage you to read the privacy statements on the other websites you visit.

## Suppliers / 3<sup>rd</sup> parties

### Website hosting

We use a 3rd party service, Weebly to host our website. Weebly are contractually obliged to treat any information on our private website as confidential and only use such information for the purpose of providing The Academy of Dance with web hosting.

### Uniform Suppliers

We use numerous 3rd party services, to provide uniform and clothing customisations. Each supplier has the obligation to treat any information as confidential and only use such information for the purpose The Academy of Dance and member has intended.

### Virtual Classes

We use a 3rd party service, Zoom to offer virtual dance classes when in studio class solution cannot be provided. Zoom are contractually obliged to treat any information on our private dance classes as confidential and only use such information for the purpose of providing The Academy of Dance with a virtual class environment.

## Data Security

The Academy Of Dance has implemented technical and organisational security measures to protect your personal data against unauthorized access, loss or misuse.

## Complaints or queries

The Academy of Dance endeavours to meet the highest standards of security when collecting and processing personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of The Academy of Dance's collection and use of personal information. However, we are happy to provide any additional information or explanation upon request.

Confidentiality will be preserved during the investigation of a complaint to safeguard the interests of everyone concerned unless disclosure is necessary to progress the complaint.

If you want to make a complaint about the way we have processed your personal



information, please contact us in writing to The Academy of Dance's email address provided below.

## Access to personal information

The Academy of Dance aims to be transparent and approachable in terms of giving people access to their personal information. Individuals can find out if we hold any personal information upon request. This is formally known as a 'subject access request' under the GDPR. If we do hold information about you we will:

- Give you a description of it.
- Tell you why we need it.
- Tell you who it could be disclosed to.
- Let you have a copy of the information in an intelligible form.

To make a request to The Academy of Dance for any personal information we may hold you need to put the request in writing to The Academy of Dance's email address provided below.

If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone.

If we do hold information about you, you can ask us to correct any mistakes.

A reasonable fee if an individual requests further copies of their data may incur a charge of up to €20 for a request for administration purposes.

## Disclosure of personal information

Except as described in this Privacy Notice we will not disclose personal data without consent.

### Legal Obligation

We may disclose your information to governmental agencies or entities, regulatory authorities, or other persons in line with any applicable law, regulations, court order or official request.

### Malpractice / Maladministration

An investigation into malpractice may result in personal information being shared with the regulatory authorities, other awarding organisations, examiner, teacher, member or 3rd party that notified us of the suspected or actual malpractice. In this case The Academy of Dance will rely on consent and/or legal and/or legitimate interest as the legal basis for holding and sharing this information.

## How to contact us

You can contact us through the website contact form at <http://theacademyofdance.ie/contact-us> or write to us directly via email with the

subject heading Data Protection:

[theacademyofdance@live.ie](mailto:theacademyofdance@live.ie)