

AOM Privacy Policy

1. INTRODUCTION

The following Policies exist to safeguard the wellbeing of our students and participants. Academy Of Movement is committed to protecting your (including any dependants') personal information. We are dedicated to providing a safe environment for all our customers, employees, casual and freelance workers and everybody who comes into contact with us, both physically and virtually (online). This Privacy Statement relates to the use of any personal information provided to us online or via application forms, telephone, email exchange, letters or correspondence.

Whenever you provide such information, we are legally obliged to use your information in line with current legislation concerning the protection of personal information, including the General Data Protection Regulations (GDPR) and UK Data Protection Act 2018.

AOM website may contain hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, and are also likely to use cookies, and we therefore urge you to review them. We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

2. WHAT INFORMATION DOES ACADEMY OF MOVEMENT HAVE ABOUT ME?

When you participate in or sign up to any of AOMs classes, activities, workshops we may collect and store personal information about you. Depending on how you are engaging with us this can consist of information such as:

- your name
- email address
- postal address
- telephone or mobile number
- date of birth
- medical conditions (within reason)
- contact preferences
- still and moving pictures

By submitting your details, you enable us to provide you with the information regarding the services that you have selected and provide a safe teaching environment.

3. WHAT ARE COOKIES AND HOW DO YOU USE THEM?

Cookies are text files that websites place on your own computer to store information specific to you. Our website does **NOT** use cookies.

4. HOW WILL YOU USE MY PERSONAL INFORMATION?

We will use your information for a number of purposes including:

- to provide you with information about our products, services and activities and to deal with your requests and enquiries, including complaints
- for "service administration purposes", which means that we may contact you for reasons related to the service or activity you signed up for (eg, invoices, or change of details regarding a class you are enrolled in, etc)
- to contact you about an application you have made
- We may share certain of your information with our booking partner, Classforkids, our payments partners, Paypal, our uniform partners and our membership body. Additionally, in order to comply with child performance licensing we may be

requested to share data with any Local Authority in which we put on a performance. All data sent to Classforkids, Paypal, and any Local Authority shall be sent securely and will be maintained and processed in accordance with such third party's GDPR policies.

- for NHS test and trace purposes, details will be stored for a minimum of 21 days to help break the chain of transmission of Coronavirus.
- to post any relevant examination documents

As and when we need to use your personal information for reasons other than the ones specified above, we will ensure that we notify you first. You will be given the opportunity to withhold or withdraw your consent for the use of your personal information for purposes other than those listed above.

AOM does **NOT** share your personal information with any third parties for marketing purposes. We do **NOT** sell your data, and neither do we buy data from third parties.

5. ACADEMY OF MOVEMENT MAY CONTACT YOU:

- in relation to any service or activity you have signed up for in order to ensure that we can deliver the services to you
 - to remind you of important deadlines and/or renewal notifications
 - in relation to any correspondence we receive from you or any comment or complaint you make about our services
 - to occasionally market products or services that we think may be of interest to you
- We will not hold more information than required and will ensure all personal data is kept up to date and used only for its specific purpose(s) as outlined above.

6. WHAT IF I DO NOT WANT DATA STORED OR CONTACT REGARDING PRODUCTS SERVICES OR EVENTS?

You have the right to ask us not to hold or use personal data however this would mean we may not be able to provide you with the full range of services available.

You may opt-out of any personal data being stored and must give consent to any correspondence you wish to receive from AOM. Should you decide to opt-out of any data storage you must:

- stay outside the premises during all classes in case of an emergency.
 - your child will not be able to be entered for any examination, or participate in any productions as we will not be able to process the appropriate candidate information
- Please note consent is not required for us to email regarding the class you are enrolled in (invoices, updates, cancellations etc) or regarding any enquires you may have contacted the school about as these fall under legitimate interest (please see next point).

7. LEGITIMATE INTEREST

We may hold or use personal data on the grounds of 'legitimate interest'. In simple terms this means we can process personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests. This includes information we are legally required to store even after a request to be forgotten:

- Names and postal address related to invoices (MUST be kept as it is required for HMRC legal tax purposes)

Medical information is sensitive data and held on the grounds of legitimate interest. This data will only be processed and stored by AOM when completely relevant to ensure yours or your child's safety whilst participating in our services or activities. This data will be erased after request to be forgotten, or at any time if it becomes irrelevant

8. YOUNG USERS

If you are under 18 and you provide us with information on an application form (online or printed), your parent(s)/guardian(s) permission will be required.

9. TAKING, STORING AND USING IMAGES OF STUDENTS

Certain uses of images are necessary for publicising and updating other parents of AOM's services and activities. Parental consent is always required before any photograph can be taken, stored or used and all are given the option to give consent for the school to take still or moving images and to use them in terms of marketing the school on:

- Our website
- Facebook page
- Instagram
- Flyers and posters
- Or Internally for progress tracking

If consent is given for a still or moving image of your child to be used for any of the external marketing purposes, please be informed that these are public domains and can be viewed by anyone.

Should an image be used in any marketing publication, website or social media site there will be no use of names alongside images other than in special circumstances (such as getting into a dance school, or other achievements). In these very special cases parental consent will be asked, and AOM will only ever use a first name to protect privacy.

Any images are only taken on devices belonging to the school and stored by AOM, are stored electronically on a secure computer system. Any folder containing stored images has restricted access and held in password protected folders.

At any time consent can be withdrawn to the taking, storing or use of images by contacting info@academyofmovement.co.uk

10. HOW LONG WILL ACADEMY OF MOVEMENT KEEP MY PERSONAL INFORMATION FOR?

We keep the information we hold about our customers and students for as long as is necessary to deliver the services we are providing you with. After leaving the school we will keep any necessary data stored securely for one year after current use before deletion in correct manner.

We will store your GDPR consent form, which contains your name, child's name and email address as the only form of personal data. This data will be stored offline in a password protected, and encrypted file.

11. WHERE IS THE INFORMATION STORED? AND HOW IS IT PROTECTED?

AOM use a variety of procedures and secure technologies to help protect your personal information from unauthorised access, use or disclosure. We store personal information you provide to us on a secure, password protected, database only accessed on our secure computer system, and by app on secured mobile devices all of which have controlled access.

Data is occasionally stored on services provided by trusted third party service providers with which we have entered into data processing agreements with. Services such as event ticketing, database services, and website hosting. In these circumstances your data cannot be used unless instructed to do so by AOM, Your information will not be shared with any other service providers or organisations apart from us. All data will only be used for the agreed purpose relating to the service that they are providing. Our main data processors are

- Classforkids
- Facebook
- Instagram

All of these data processors must comply with current GDPR regulations and legislation. We do not transfer any personal data to countries outside of the European Economic Area (EEA).

The security measures described above ensure that all reasonable steps are taken to protect your personal information.

12. YOUR RIGHTS

When asked to submit personal data for enrolment purposes there will be an option for you to select which types of communications you consent to receiving from AOM, and in some cases how you wish to be contacted. You have the right to change your preferences or opt-out of consent at any time by contacting us at

info@academyofmovement.co.uk

The accuracy of your personal data is important to us and you hold the right to update any information held by us. Please help us keep our data records up to date by notifying us of any changes at info@academyofmovement.co.uk

Under the General Data Protection Regulation you have the right to request full access to any personal information held about you, if you wish to make a Data Access Request or if you would like to request the right for AOM to delete any personal data stored about you, please contact info@academyofmovement.co.uk

You must provide description of what information you wish to see alongside proof of identity.

If you ask for data to be removed, please note we may have a lawful reason to hold or use personal data which does not require consent, such as on the grounds of legitimate interest. In this case we will keep the minimum amount of information required to ensure we adhere to your request.

13. THIS NOTICE

This notice may be updated from time to time. If updated any substantial changes that affect your rights will be communicated directly to you as far as reasonably practicable.

If you any questions or comments about this Privacy Statement please email info@academyofmovement.co.uk