



Privacy Policy

1. Introduction

The Stage Factory is committed to protecting your personal information and that of your dependants. We are dedicated to providing a safe environment for our customers, employees, casual and freelance workers, and everyone who comes into contact with us – whether in person or online.

This Privacy Policy explains how we collect, use, and protect personal information provided to us through our website, enrolment forms, telephone, email, text messages, letters, or other correspondence.

Whenever you provide such information, we are legally obliged to use it in line with current UK data protection legislation, including the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

The Stage Factory's website and social media pages may contain links to third-party websites. These sites have their own privacy policies and may use cookies. We are not responsible for their privacy practices, and you use them at your own risk.

2. Information We Collect

When you sign up for our classes, activities, or workshops, we may collect and store personal information such as:

- Name
- Email address
- Postal address
- Telephone or mobile number
- Date of birth
- Medical conditions (special category data)
- Still and moving images (photos/videos)

We collect this information to provide you with the services you have selected, maintain a safe teaching environment, and fulfil our legal obligations.

3. Lawful Bases for Processing

Under UK GDPR, we process your personal data on one or more of the following lawful bases:

- **Contract** – to provide the classes, services, and activities you have signed up for.
- **Legal obligation** – to comply with legal requirements, e.g., HMRC tax regulations.
- **Legitimate interests** – for administration, safety, safeguarding, and efficient operation of our services, provided these interests do not override your rights.
- **Consent** – for optional activities such as marketing communications and photography.

For **special category data** (e.g., medical information), we rely on:

- UK GDPR Article 9(2)(a) – explicit consent.
- **UK GDPR Article 9(2)(h)** – provision of health care and safeguarding in a dance/performing arts setting.

4. Cookies

Our website does **not** currently use cookies.

If this changes, we will update this policy and provide a cookie banner for consent.

5. How We Use Your Personal Information

We may use your information for the following purposes:

- To provide you with information about classes, services, and activities.
- To deal with your requests, enquiries, and complaints.
- For administration purposes (e.g., invoices, schedule changes, enrolment confirmations).
- To process applications for employment and manage employment once appointed.
- To post examination documents, merchandise, medals, or certificates.
- To send occasional marketing for products or services we believe may interest you (with consent).

We do **not** sell personal data or share it with third parties for marketing.

6. Contacting You

We may contact you:

- Regarding any service or activity you have signed up for.
- To remind you of important deadlines or renewals.
- In response to any correspondence from you.
- For occasional marketing (only where consent is given).

7. Your Choices

You have the right to opt out of marketing communications at any time.

If you request that we do not store personal data, we may not be able to provide all services. For example:

- A parent/guardian would need to remain on the premises during all classes in case of emergency.
- Your child may be unable to participate in examinations or productions.

Some communications (e.g., invoices, class updates, cancellations) are sent under **legitimate interest** and do not require consent.

8. Legitimate Interest

We may retain certain personal data under legitimate interest, even after a request to be forgotten, if required for legal or operational reasons. For example:

- Names and postal addresses on invoices (required by HMRC).
- Medical information necessary for safeguarding during classes (erased when no longer relevant).

9. Children's Data

If you are under 18, a parent or guardian must provide or approve your personal information.

For online services, UK GDPR requires parental consent if you are under **13**.

10. Taking, Storing, and Using Images

We may take photos or videos of pupils for:

- The Stage Factory website
- Facebook and Instagram
- Flyers and posters

- Internal use (e.g., progress tracking, rehearsal videos)

We always obtain **parental consent** before taking, storing, or using images for marketing. Consent can be withdrawn at any time by emailing **helen@thestagefactory.co.uk**. Please note that online use is in public domains, visible to anyone.

11. Data Retention

We keep personal data only as long as necessary to provide our services.

After leaving the school, we securely store relevant data for **one year** before deletion, unless retention is required by law (e.g., tax records).

Examination results (including names, dates, PIN numbers, and results) are stored securely offline in a password-protected system.

We review our retention periods annually.

12. Data Security

We use secure, password-protected systems to store personal information, accessible only to authorised staff via secure devices.

Some data is stored with trusted third-party service providers under data processing agreements. These providers cannot use your data for their own purposes and must comply with UK GDPR. Our main processors include:

- DanceBiz / ThinkSmart Software (administration & invoicing)
- Xero (accounting)
- GoCardless (Direct Debit)
- Stripe (card payments)
- Capsule CRM (workflow)
- Cultivate Creative (website hosting)
- IPATH (exam board)
- Facebook & Instagram (marketing photos/videos)

Some of these providers store data outside the UK (e.g., in the EU or US). Where this happens, we ensure appropriate safeguards, such as the **UK International Data Transfer Agreement** or adequacy regulations.

13. Your Rights

Under UK GDPR, you have the following rights:

- **Access** – to request a copy of the data we hold about you.
- **Rectification** – to correct inaccurate or incomplete data.
- **Erasure** – to request deletion of your data.
- **Restriction** – to limit how we process your data.
- **Data portability** – to request your data in a usable electronic format.
- **Object** – to object to certain processing, such as marketing.

To exercise these rights, email **admin@thestagefactory.co.uk** with proof of identity.

If we have a lawful reason to retain certain data (e.g., tax records), we will keep only the minimum necessary.

14. Data Breach Notification

In the unlikely event of a data breach that poses a risk to your rights and freedoms, we will notify you and the Information Commissioner's Office (ICO) without undue delay.

15. Updates to This Notice

We may update this Privacy Policy from time to time. If we make significant changes affecting your rights, we will contact you directly where reasonably possible.

Contact:

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The Stage Factory

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