

Privacy Policy



The purpose and scope of this policy statement

The purpose of this policy statement is to explain how The Stage Factory collects, uses and protects personal information belonging to our customers, employees, casual and freelance workers, and anyone else who comes into contact with us, whether in person or online.

This policy applies to personal information provided to us through our website, enrolment forms, telephone, email, text messages, letters, or other correspondence, and should be read alongside our Child Protection Policy, Online Safety Policy and Code of Conduct.

Whenever you provide such information, we are legally obliged to use it in line with current UK data protection legislation.

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.

Legal framework

This policy has been drawn up in line with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Data (Use and Access) Act 2025, including its requirements on handling data protection complaints. Guidance on your rights and our obligations is available from ico.org.uk.

Roles and responsibilities

Helen Pender has overall responsibility for data protection at The Stage Factory, including this policy. Any data protection query, concern or complaint should be directed to her or to admin@thestagefactory.co.uk (see Contact details below).

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.

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)(g) – substantial public interest, relying on the safeguarding of children and of

individuals at risk condition set out in Schedule 1, Part 2, Paragraph 18 of the Data Protection Act 2018

Cookies

Our website does not currently use cookies. If this changes, we will update this policy and provide a cookie banner for consent.

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.

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)

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.

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)

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.

Taking, storing and using images

We may take photos or videos of pupils for The Stage Factory website, Facebook and Instagram, flyers and posters, and internal use (e.g. progress tracking, rehearsal videos).

We always obtain 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 the public domain, visible to anyone.

Full detail on how we manage consent, storage and use of images of children is set out in our Online Safety Policy.

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.

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:

- ClassBiz / 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.

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
- Complain – to complain about how we have handled your personal data. You can complain to us directly using the contact details below and we will acknowledge your complaint within 30 days and respond without undue delay. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113

To exercise these rights, email info@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.

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.

Contact details

Data protection contact

Name: Helen Pender

Email: helen@thestagefactory.co.uk

Data protection queries, requests and complaints

Email: info@thestagefactory.co.uk

Information Commissioner's Office (ICO)
ico.org.uk — 0303 123 1113

We are committed to reviewing our policy and good practice annually.
This policy was last reviewed on: 3rd August 2026