

Introduction

Essex Drama Academy is committed to protecting your personal data. As a business it is necessary for us to collect, store and process personal data about our customers, suppliers, and other third parties who we engage with to provide services for us or with whom we do business. This Privacy Policy gives you detailed information on when and why we collect your personal data, how we use it and how we keep it secure.

With the introduction of the General Data Protection Regulation ((EU) 2016/679) (GDPR), the way personal data is kept and used by businesses has come under much greater scrutiny. This Privacy Policy is therefore very important to us and sets out how we will process personal data we collect from, or is provided by, data subjects and others on their behalf.

This Privacy Policy sets out how we comply with our legal obligations when processing personal data and enables individuals about whom we hold data to have confidence in us. It is important that you read this Privacy Policy. This Privacy Policy may be amended at any time so please check back to this page from time to time. We may also inform you of any changes where we hold an appropriate email address for you. This Privacy Policy was updated in May 2018.

Contact Information

Essex Drama Academy

If you have any questions regarding how we use your personal data, please contact us at:

Telephone: 07707 486144

Email: info@essexdrama.co.uk

What do the terms used in this Privacy Policy mean?

There is likely to be a lot of data protection terminology that you may be unfamiliar with and which has a specific meaning under data protection legislation. The terms that are used most frequently include:

Data subject means a living individual about whom we hold personal data. A data subject need not be a UK national or resident.

Data controller is a term used to describe the people who, or organisations which, determine the purpose and manner for which any personal data is processed. Essex Drama Academy is a data controller of the personal data used in our business for commercial purposes.

Data processors means any person or organisation that processes personal data on our behalf and on our instructions. Employees of data controllers are excluded from this definition, but it could include suppliers, administrators and teachers who handle personal data on behalf of the data controller.

Personal data means data relating to a data subject who can be identified (directly or indirectly) from that data (or from that data and other information in our possession or available to us). Personal data can be factual (e.g. a name, address, date of birth or a photograph etc.) or it can be an opinion about that data subject, their actions and behaviour.

Processing is a term used to describe what we do with the data, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction. Processing also includes transferring (or disclosing) personal data to third parties.

Special categories of personal data is a term used to describe sensitive personal data such as information about a person's racial or ethnic origin, political opinions, religious or similar beliefs, trade union membership, physical or mental health or condition or sexual life, genetic data and biometric data where processed to uniquely identify a person or about the commission of, or proceedings for, any offence committed or alleged to have been committed by that person, the disposal of such proceedings or the sentence of any court in such proceedings. Sensitive personal data can only be processed under strict conditions.

How we collect your personal data

Generally, we collect your information when you decide to interact with us. This could include you sending us your details online, over the phone or in person.

We collect information in a number of ways which are listed below:

When you contact us to enrol your child, pay fees, register for an event or enquire about our services.

1. When you contact us by phone to enrol your child or enquire about our services
2. When you contact us by post
3. You may provide us with information to be used in connection with a show or performance.

The type of personal data we collect

We only collect the information that's necessary to carry out our business, provide the particular service you've requested and/or to keep you informed. There are occasions when you can choose not to give us certain information, but this may limit the level of personalisation we can offer e.g. – for example, you may not get to hear about an event you would have loved to have attended.

In some circumstances we will request your consent to use certain information for specified purposes. In such circumstances you will have the free choice to give, refuse or withdraw consent. In the case of personal data relating to a child under the age of 16, we will require the consent of a parent or legal guardian. Individuals aged 16 or over may give, refuse or withdraw consent (whether the consent was originally given by themselves or on their behalf) themselves.

The type of information we collect depends on where and when it is gathered:

Information we obtain directly from you:

When you register with us or contact us to enquire about a service, to enrol, become a teacher or attend an event, by post, email or phone we need to collect information from you in order to provide the service you are requesting.

We may collect:

- Your Name
- Your Child's Name
- Gender
- Your Child's Gender
- Your Email Address
- Your Child's Date of Birth
- Contact name(s)
- Contact phone number(s)
- Payment Details
- Your Child's medical information
- Your child's learning needs
- Address(es)

Third Party Organisations:

We may combine information you have given to us with this additional information available from external sources. This will only be done when you give permission to the relevant third party organisations to share the data they hold on you, or if the data is already publicly available.

Information available publicly:

We may include information published in articles/ or newspapers or on freely accessible social media platforms.

Why we collect your personal data and how we use it

The information we hold on you will be used in the following ways: to provide a service you have requested, offer you a personalised experience and understand your needs better, inform you of events or updates you've asked for or contact you if we need to obtain or provide additional information.

Specifically, we use your information we collect in the following ways:

To carry out our business and to provide a service or fulfil a contract with you

To fulfil enrolment registration and information requests

Medical details are obtained to enable us to fully support your child's welfare

Provide the best possible customer services and to help us with internal administration

Contact you with important information relating to your registration, such as confirming your request, reminding you of an upcoming event or letting you know about changes to the service.

Where we have your consent:

Send you updates via email about upcoming events and opportunities that we think may be of interest to you.

Email you about a specific topic you've requested to hear more about

Use your personal data (or that of your child) in our marketing campaigns.

Where we have justifiable reason (including legal obligation and legitimate interest):

Learn about your interests and preferences so that we can contact you with information that is relevant to you.

Help us target our marketing communications and adverts so that they're more relevant to you.

Use your pseudonymised details to show you advertising on such Social Media platforms as Facebook and Instagram or through other third party advertising that may appear on other websites you use. The information shared with these platforms is pseudonymised to protect your personal data.

Measure and understand how our audiences respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective.

Undertake user research: we may contact you to ask you to participate in user research either via an online or telephone survey or in person. You are under no obligation to participate in research and, should you provide any further information, Essex Drama Academy will inform you how any further information will be used.

Analyse and continually improve the services we offer including our website and our other products.

How we process your personal data

Essex Drama Academy will never share, sell, rent or trade your personal information to any third parties for marketing purposes without your prior consent.

Some of our service providers may have access to your data in order to perform services on our behalf. We make sure anyone who provides a service for Essex Drama Academy enters into an agreement with us and meets our standards for data security. They will not use your data for anything other than the clearly defined purpose relating to the service that they are providing.

We may share your details with:

- Service providers who work on behalf of Essex Drama Academy for the performance of any contract we enter into with them or you, for example, payment processing, printers and mailing houses, marketing agencies, database services, website hosting or email delivery service.
- Other organisations such as competition organisers, photographers and survey providers etc. if you choose to take part in such activities that need administration by third parties and you choose to opt in for contact from those organisations.
- Third party advertisers (such as Facebook or Google) to help us identify customers similar to our audience or to serve relevant adverts to you on third party websites. The information shared with these advertisers is pseudonymised to protect your personal data.

- Essex Drama Academy is not responsible for the privacy policies and practices of other websites even if accessed using links from www.essexdrama.co.uk and recommends that you check the privacy policy of each website you visit and contact its owner or Data Protection Manager if you have any concerns or questions.

Despite all our precautions, no data transmission over the internet is 100% secure. So, we cannot

guarantee the security of any information which you disclose to us and so wish to draw your attention to the fact that you do so at your own risk.

Keeping your personal data secure

Essex Drama Academy is committed to protecting the personal information you entrust to us. We adopt robust and appropriate technologies and policies, so the information we have about you is protected from unauthorised access and improper use.

As part of the services offered to you through the Essex Drama Academy website, the personal information you provide may be transferred to countries outside the European Economic Area (EEA). By way of example, this may happen if any of the computer servers used to host the website are located in a country outside of the EEA. If Essex Drama Academy transfers your personal information outside of the EEA in this way, we will take steps to ensure that your privacy rights continue to be protected as outlined in this Privacy Policy.

Essex Drama Academy may transfer your data to the USA to organisations such as Facebook or Google. The USA has weaker data protection laws than that of the EEA, and therefore we will ensure that only organisations who are a part of the EU/US privacy shield initiative will handle your personal information. More details on this certification can be found at www.privacyshield.gov/welcome

We will keep your information only for as long as is reasonably necessary for the purposes set out in this Privacy Policy and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose. For example, partially completed enrolments (12 months), enquiries (12 months), CV's (6 months). For further information about how long we will keep any particular piece of information, please contact us using the contact details outlined in this Privacy Policy.

If you ask us to stop sending direct marketing communications to you, we will keep the minimum amount of information (e.g. name, address or email address) to ensure we adhere with such requests.

Your rights

You should find it easy to access and amend the personal information that we hold on you, or request that we stop contacting you. It's your data and we want to make sure you feel in control of it.

Every email we send to you will include details on how to change your communications' preferences or unsubscribe from future communications. If you would like to see what information we hold, you can request full details.

You can also request full details of personal information we hold about you under the Data Protection Act 1998, or after 25 May 2018, The General Data Protection Regulation, by contacting info@essexdrama.co.uk

At any time you have the right to ask Essex Drama Academy to amend or stop how it uses your personal information including for marketing purposes. You can do this by phoning or emailing using our contact details below. You have the right to get information held about you, by us corrected. If

you have any concern about the accuracy of your personal data, please let us know using the below contact details. If you would like us to remove the personal information we hold about you, please contact us using the contact details below.

If you have given consent to the collection, processing and transfer of your personal data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact our principal Jennifer Nicholas at info@essexdrama.co.uk. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

When dealing with a request from a child relating to any of the above rights, we will need to make a decision on whether the information should be provided to them or to their parents/legal guardian and will be guided by the individual's age at the time of request and their level of understanding about what they are requesting and why. For these purposes, we take the view that most children will reach this level of understanding at around age 16.

You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office – www.ico.org.uk

By email: Please complete the form at <https://ico.org.uk/global/contact-us/email/>

By phone: 0303 123 1113

By post:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

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By phone: 07707 486144

By email: info@essexdrama.co.uk

Essex Drama Academy
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