

DO DANCE AT HOME PRIVACY POLICY

Do Dance At Home is a website designed to help you find inspiration and motivation to dance from the comfort of your home, providing events, classes and workshops online.

Do Dance At Home is committed to protecting your personal information and being transparent about what information we hold about you. The purpose of this notice is to explain how we collect and use the information we collect from you.

We use your information in accordance with all applicable laws concerning the protection of personal information. This notice explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Information about how we keep your personal information secure, how we maintain it and your rights to be able to access it.

Information collection

We will only collect information when you interact with us. We collect various types of information and in a number of ways:

- Information you give us, for example, when you subscribe to our mailing list via the website, or submit a notice via our submission form. We will store information you give us including your name, email address, postal address, telephone number. We will also store a record of your payments.
- Information about your interactions with us, for example how you interact

with content on our website. We keep records of emails we sent you.

The purpose of processing your data

We only collect information that we need in order to carry out our business. We need personal details from you in order to fulfill our obligations to you. This includes providing you with information about the organisation, your interaction with us on projects, and may also extend to understanding how best to support you as our audience.

Legal basis

The basis under which we process any data could be one of three ways, there are examples of each below:

Contract Basis

When you give us a payment, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example we may need to contact you by email or telephone in the case of problems with your payment.

Legitimate Interest

In certain situations we collect and process your personal data for purposes that are in our legitimate organisational interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way. There are descriptions of instances in which we may use this basis for processing, which are detailed in the sections to follow in this document.

Consent

For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as your name and email address, as well as any preferences you may have told us about.

We use our legitimate organisational interest as the legal basis for communications by email. We will provide you with an option to unsubscribe in every email that we send to you, or you can alternatively use the contact details at the end of this policy.

We may also contact you to ask you to participate in consumer research (online). You are under no obligation to participate in research and, should you provide any further information, Do Dance At Home will inform you how this further information will be used.

Other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational

interests: We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.

We may analyse data we hold about you in order to identify and prevent fraud.

In order to improve our website we may analyse information about how you use it and the content and ads that you interact with.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by our interests. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy or inform the member of staff who contacted you. Please bear in mind that if you object, this may affect our ability to carry out tasks above that may be for your benefit.

Third parties

There are circumstances under which we may disclose your personal information to third parties:

Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

We may also receive your personal information from third parties in the following instance:

Where we have partnered with a third - party organisation or service provider to ask you to fill in a submission or a sign up form with personal details, e.g. Google Feedburner. In these cases, we use third - party organisations or service providers that comply strictly with data protection laws, for example around security of personal data. We will only use this data for contacting you about the relevant activity for which you have shared your contact details. For example, we may contact you by the email address you used to submit your notice with Contact Form 7 in order to send you relevant information about your inquiry.

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function, as well as to provide website operators with anonymised information on how the site is being used.

We use cookies and analytics software to identify how the website is being used and what improvements we can make to optimise your experience of our website.

Maintaining your personal information

We store indefinitely the personal information that you give us, including your name, email address, postal address, telephone number, contact preferences and a record of any payments you make. We store this information in order to be able to link any payments you make directly to us back to a single unique

record that we hold for you on our system.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

You can contact us to request access to your data and if there are aspects of your record that are inaccurate or that you would like to remove, contact us directly. Contact details are provided at the end of this policy.

Security of your personal information

Do Dance At Home is committed to protecting your privacy and we take great care in handling your personal information. All individual information collected by us is recorded and managed in the strictest confidence.

Rights to your personal information

You have the right to request a copy of the personal information that we hold on you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

Contact details and further information

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

Do Dance At Home: dodanceathome@gmail.com