

ROYAL ACADEMY OF DANCE

PRIVACY POLICY

The Royal Academy of Dance, including Royal Academy of Dance Enterprises Ltd is committed to protecting and respecting your privacy.

This Privacy Notice explains:

1. How, when and why we collect personal information from people
2. How we use the information;
3. How long we keep it;
4. The conditions when we may share it with others and
5. How we keep it secure.

This Privacy Notice also tells you about your privacy rights and how the law protects you.

We only use personal information if we have a proper reason to do so and this includes if we share information outside of the Royal Academy of Dance.

How do we collect information from you?

We obtain information about you when you:

- Complete a registration form
- Speak to us on the telephone or in person
- Make a payment (over the phone or online via DanceBiz)
- Use our websites
- Complete a survey
- When registering for our mailing list

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What type of information is collected from you?

The personal information we collect may include:

- Name
- Address
- Email address
- Telephone
- Date of birth
- Emergency contact details
- Medical information
- Photography and film consent
- Credit/debit card details

How is your information used?

We use your information to:

- To process your registration and ensure you receive information related to the Dance School
- Create and send invoices for services (including debt collection via third party)
- Seek your views or comments on the services we provide;
- Notify you of changes or confirmation of our services;
- Handle an enquiry or complaint you have made
- Contact your nominated contact in an emergency situation
- Treat you in an emergency first aid situation
- Ensure that relevant discount is applied to your account
- Create registers to share with teachers, faculty and assistants
- Register you for a performance/event
- Prove that we have gathered consent from you

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What is the lawful basis for processing my information?

The lawful basis for processing your information in these circumstances is explained below.

Your information	Circumstances	Lawful basis
Name, address, email address, telephone number and DOB.	To process your registration and ensure you receive information related to the Dance School	Contract
Emergency contact name, number and relation to you	Contact your nominated contact in an emergency situation	Contract
Medical information	To establish any medical information that organisers or teachers should be aware of and Treat you in an emergency first aid situation	Consent
Photography and film consent	For future marketing and record of events	Consent
Credit/debit card details	To take payment for the classes you have registered to attend	Contract

How long is your information kept?

We review how long we keep personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We hold your personal information on our systems for only as long as is necessary for the relevant activity, or as long as is set out in any relevant contract or agreement you hold with us.

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Who has access to your information?

We DO NOT sell or rent your information to other organisations.

We DO NOT buy or rent information from other organisations.

We may pass your information to third party service providers, agents, subcontractors or other associated organisations. This is only done when stated and for the purposes of completing tasks and providing services to you on our behalf. An example of this is to a mailing house to send you mailings e.g. publications like Dance Gazette.

When we do this, we disclose only the personal information that is necessary to deliver the service and we have an agreement in place that requires them to keep your information secure and not to use it for any other purpose.

Please be reassured that we will not release your information to other organisations unless in exceptional cases when we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime. In all other instances we would only share your information with another party, if you have given your explicit permission to do so.

Under 16

We are particularly concerned to protect the privacy of children aged under 16 years of age. If you are under 16 please ask your parent or guardian's permission before you provide us with your personal information. Sometimes we may need to check your age, which might mean we need to contact your parent or guardian.

Third-Party Providers

DanceBiz

We use a third-party provider, DanceBiz, as a database system for all our students' and customers' details. We use this software to enrol students into classes, to monitor class sizes, to organise timetables, print registers, record attendances, send out correspondence to customers and also to generate and send out invoices. We will not use your personal information for marketing and communications purposes. Please read the DanceBiz Privacy Policy.

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E-newsletters and SMS

We use two third-party providers, MailChimp and DotDigital, to deliver our regular e-newsletters and SMS communications. We gather statistics around email opening and clicks using industry standard technologies simply to help us monitor the use of and improve our e-newsletters. This information is not used to identify customers. For more information, please see MailChimp's and DotDigital's Privacy Policies. You can choose to unsubscribe from our e-newsletter at any time by clicking 'unsubscribe' in the footer of the email.

Surveys

We use a third party provider, SurveyMonkey® to run surveys and to collect feedback from our members and customers on a variety of topics, services, products and events. Some surveys are anonymous and in those circumstances we collect information about location and which questions were skipped etc. If you choose freely to provide your contact details we will only keep your personal information for a stated duration (communicated at the time of completing the survey) which is likely to be the timeframe within which the review or survey will be completed.

Social Media

If you engage with the RAD on any of our social media channels you should know that we do not collect your personal information it remains within the platform that we are using and so you should familiarise yourself with their privacy notices and policies: Facebook, Twitter, Instagram, LinkedIn and YouTube. If you send us a direct message, your information still remains within the platform unless we ask you to provide us with your contact details to continue the conversation offline or privately, and you consent to do that.

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Ticketing & Registration

We use a third-party provider – Eventbrite - for online ticketing and registration for events (including workshops, masterclasses, CPD and a range of free events or activities). The RAD only collects and stores your personal information in order to register and facilitate your attendance at the 'event' and to request feedback post-event. We will not use your personal information for marketing and communications purposes unless you have expressly opted in to receive ongoing marketing materials or have sign up for an e-newsletter. Please read Eventbrite's privacy policy.

Your choices and individual privacy rights.

You have a choice about whether or not you wish to receive information from us. If you give permission to receive communications about the work of the Royal Academy of Dance and our products, services and events, you can select your choices by ticking the relevant boxes on the form on which we collect your information.

We will not contact you for marketing purposes by post, email, or text message unless you have given your explicit permission. You can change your preferences, withdraw your consent, object or ask for processing to be restricted at any time by contacting us by email at danceschool@rad.org.uk or tel +44 (0) 207 326 8000 or writing to Royal Academy of Dance, 188 York Road, London, SW11 3JZ.

How you can access and update your information

The accuracy of your information is important to us. If your contact details change and need to be updated you may be able to update your own personal information online. If this is not relevant to you, or you would prefer to make contact with us you can update your personal details by emailing danceschool@rad.org.uk or tel +44 (0) 207 326 8000 or writing to Royal Academy of Dance, 188 York Road, London, SW11 3JZ

You have the right to ask for a copy of the personal information Royal Academy of Dance holds about you. Please contact dp@rad.org.uk or write to Royal Academy of Dance, 188 York Road, London, SW11 3JZ. We will respond to you as soon as possible and usually within one calendar month.

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Security precautions in place to protect the loss, misuse or alteration of your information.

When you give us personal information, we take necessary steps to ensure that it's treated securely. Any personal information that requires extra security (such as credit or debit card details) is encrypted and protected over the Internet by third party encryption software and protected using industry standard security measures, including the Secure Socket Layer (SSL) protocol. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk.

Once we receive your information, we make all reasonable efforts to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Use of credit and card details

Where you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). You can find more information about this standard [here](#). We do not store your card details for use in future transactions. We use third party providers Sagepay and Global Payments to securely process and store financial information, we advise you to read their privacy policies."

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Use of 'cookies'

Cookies are small text files that are used to store small pieces of information. The cookies are stored on your device when the website is loaded on your browser. These cookies help us make the website function properly, make the website more secure, provide better user experience, and understand how the website performs, and to analyse what works and where it needs improvement.

How do we use cookies?

As most of the online services, our website uses cookies first-party and third-party cookies for a number of purposes. The first-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data.

The third-party cookies used on our websites are used mainly for understanding how the website performs, how you interact with our website, keeping our services secure, providing advertisements that are relevant to you, and all in all providing you with a better and improved user experience and help speed up your future interactions with our website.

You can manage your cookies preferences by clicking on the “Cookie settings” button and enabling or disabling the cookie categories on the popup according to your preferences.

Should you decide to change your preferences later through your browsing session, you can click on the “Manage consent” tab on your screen. This will display the consent notice again enabling you to change your preferences or withdraw your consent entirely.

To learn more about the cookies on our website, visit: [Cookie Policy \(royalacademyofdance.org\)](https://royalacademyofdance.org/cookie-policy)

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Links to other websites

Our website may contain links to other websites run by other organisations. This privacy notice applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

Transferring your information outside of Europe

As part of the services offered to you through this website, the information which you provide to us may be transferred to Royal Academy of Dance offices in countries outside the European Union ("EU"). These countries may not have similar data protection laws to the UK. By submitting your personal data, you agree to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Notice.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

Questions

Any questions regarding this Privacy Notice and our privacy practices should be sent by email to privacy@rad.org.uk or telephone +44 (0) 207326 8000.

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Complaints

If you have a complaint about our privacy practices and the way we have collected, used, retained or disposed of your information please contact privacy@rad.org.uk or telephone +44 (0) 207326 8000. Alternatively, you can contact the Information Commissioner's Office to report a concern by calling their helpline on 0303 123 1113 (in the UK). Alternatively, you can contact the equivalent national privacy authority in your country, if outside the UK.

Privacy Notice review

We review this Notice annually or as and when changes in legislation or internal procedures require it. This Notice is reviewed by the Information Management Committee, Executive Board and Board of Trustees.