

# Dance Fusion UK – Privacy Policy

Effective Date: [Insert Date]

## ***Who We Are***

Dance Fusion UK is a UK-based dance company offering adult dance classes across a variety of styles. We are committed to protecting and respecting your privacy.

For any queries related to this privacy policy, please contact:

Email: [Insert your contact email]

## ***What Information We Collect***

- Full name
- Email address
- Phone number (optional)
- Emergency contact details (if provided)
- Payment information (handled securely by third-party processors such as Stripe or PayPal)
- Class attendance records
- Health or injury information (only where voluntarily disclosed for safety purposes)

## ***How We Use Your Information***

- To manage your class bookings and attendance
- To communicate important class updates or schedule changes
- To send you class reminders, newsletters, and promotional offers (you can opt-out at any time)
- To ensure your safety during classes (e.g. managing injuries or medical needs)
- For internal record-keeping and business administration

## ***How Your Data is Stored***

- Your data is stored securely using password-protected systems and accounts.
- Only authorised personnel have access to your information.
- Payment data is never stored by us directly. It is handled through secure third-party services like Stripe or PayPal.

## ***Third-Party Services***

We may share limited data (e.g. name and email address) with trusted third-party services for the purpose of delivering services (e.g. email newsletters, class booking platforms). These third parties are also GDPR-compliant.

We do not sell or trade your personal data with any third parties.

## ***Your Rights***

Under the UK General Data Protection Regulation (UK GDPR), you have the right to:

- Access the personal information we hold about you

- Request correction or deletion of your data
- Withdraw consent to use your data for marketing at any time
- Request data portability
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact us at the email above.

### ***Data Retention***

We retain your data only for as long as necessary:

- For active clients: up to 1 year after your last class
- For financial records: 6 years (for tax purposes)

### ***Use of Photos & Videos***

With your consent, we may occasionally use photos or videos taken during class for promotional purposes (social media, website, etc.). You have the right to opt out at any time by informing your teacher.

### ***Changes to This Policy***

We may update this Privacy Policy from time to time. Changes will be posted on our website and dated at the top of the policy.