

Privacy Policy

Last Updated: July 2026

At Queen's Park Dance Academy, we are committed to maintaining the trust and confidence of our students, parents, and website visitors. This Privacy Policy outlines how, when, and why we collect personal information, how we use it, how we keep it secure, and your legal rights under UK GDPR.

1. Who We Are (Data Controller)

Under data protection law, Queen's Park Dance Academy is the "Data Controller" of your personal information.

- **Business Name:** Queen's Park Dance Academy
- **Contact Email:** qpdanceacademy@gmail.com
- **Dance School Address:**

2. What Personal Data We Collect

We collect personal and sensitive information necessary to register students, run dance classes safely, process tuition payments, and fulfill health and safety obligations:

- **Parent/Guardian Details:** Name, email address, telephone numbers, and billing address.
- **Student Details:** Name, date of birth, age, and emergency contact details.
- **Medical Information:** Allergies, physical limitations, SEN details, or medical conditions relevant to the safe instruction of dance.
- **Consents:** Photo/video permissions and Terms & Conditions acceptance.
- **Financial Data:** Payment history, invoice logs, and bank transfer details (we do not store personal credit/debit card numbers directly).

3. Our Lawful Basis for Processing Data

Under UK GDPR, we process your personal data using the following legal bases:

- **Contractual Obligation:** Collecting contact, billing, and student information is necessary to fulfil our contract to deliver dance tuition to your child.
- **Vital Interests:** Storing emergency contact details and medical/allergy information protects the health and physical well-being of students during class.
- **Explicit Consent:** We rely on your explicit consent for photo/video usage, marketing communications, and optional promotional updates.

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- **Legal Obligation:** Maintaining financial invoice records for accounting and HMRC tax compliance.

4. How We Use Your Data

We use the information you provide to:

- Process class registrations and term enrolments.
- Issue invoices, payment receipts, and fee reminders via Wix.
- Contact parents regarding class cancellations, venue updates, or emergency situations.
- Ensure dance teachers are aware of medical needs or injuries during physical activity.
- Send optional promotional updates or camp notices (only if you have opted in).

5. Data Storage and Third-Party Processors

We do not sell, rent, or trade your personal data with third parties. However, to run our academy efficiently, we use trusted software providers that process data on our behalf under strict GDPR compliance:

- **Wix.com:** Powers our website, member registry, contact database, and invoicing system.
- **Emergency Services / Medical Professionals:** Shared only if urgent medical care is required during a class or performance.

All digital records stored in Wix are password-protected.

6. How Long We Keep Your Data

To comply with UK regulations, we do not hold personal data for longer than necessary:

- **Active Students:** Retained for the duration of enrolment.
- **Inactive/Left Students:** Sensitive medical details are deleted within 2 years of leaving the academy.
- **Financial/Invoice Records:** Retained for 7 years to comply with HMRC tax requirements.

7. Your Legal Rights

Under UK GDPR, you have the right to:

1. **Access:** Request a copy of the personal data we hold about you (a Subject Access Request).
2. **Correction:** Request that we update or correct any inaccurate personal information.
3. **Erasure:** Request that we delete your personal data (where we do not have a legal obligation to retain it).

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4. **Withdraw Consent:** Withdraw consent for photography or marketing communications at any time by emailing qpdanceacademy@gmail.com.

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us at qpdanceacademy@gmail.com.