

## [Privacy Policy](#)

Elite Dance Bicester respects the personal information that you choose to share with us, particularly that of your children.

This privacy policy explains how we do this.

### [How we use your personal information](#)

We use personal information in order to provide dance tuition and examinations, and to run our business.

We have set out below more information on the categories of personal information that we collect, the specific ways in which that personal information is processed by us, the legal bases which permit us to do this, and the types of partners with whom we share your personal information.

In some cases where we ask for your personal information, we do so in order for us to fulfil your contract with us (e.g. needing your child's name so that we can teach them). If you do not provide that personal information we will not be able to fulfil your contract.

### [Giving and withdrawing your consent, and updating your personal information](#)

Where your consent is required for us to process your personal information, we will ask for your consent at the point at which you provide your data.

You have the right to withdraw that consent at any time.

You can also update your personal information at any time.

If you wish to do either, please contact us at [info@elitedanceandtheatretuition.co.uk](mailto:info@elitedanceandtheatretuition.co.uk).

### [Storing your personal information](#)

We do not store your personal information outside of the European Economic Area.

We will only keep records of your personal information for as long as is reasonably necessary for the purposes for which we have collected it, and in order to comply with any statutory or regulatory obligations in relation to retention of records.

We respect requests to stop processing your personal data for marketing purposes. This includes keeping a record of your request indefinitely so that we can respect your request in future.

### [Your rights](#)

You have the right to:

- request access to and rectification of or erasure of personal information;
- restrict processing of your personal information;
- object to processing of your personal information;
- object to your personal information being processed on the grounds of our legitimate interests;
- object to us sending you direct marketing and profiling you for the purposes of direct marketing.

You can contact us by email at [info@elitedanceandtheatretuition.co.uk](mailto:info@elitedanceandtheatretuition.co.uk) in relation to any of the rights described in this paragraph or if you have any questions regarding this privacy policy.

You have the right to lodge a complaint regarding our processing of your personal information with a data protection supervisory authority in a country where you live, work, or where you believe a breach may have occurred.

### Contacting us

The data controller for our websites, products and services is Elite Dance & Theatre Tuition Ltd. We can be reached at [info@elitedanceandtheatretuition.co.uk](mailto:info@elitedanceandtheatretuition.co.uk).

### What information do we collect?

We collect and process personal data about you and your children when you register them with us for dance tuition. This information includes:

- Your name and the name of your children;
- Your address, email address, phone number, and any other contact details you provide;
- The date of birth of your children;
- Any medical conditions your children have which we need to be aware of;
- Your payment details, including credit card details, when you make purchases from us;
- Your marketing preferences, including any consents you have given us;
- Records of attendance and assessments of your children.

### How do we use your information?

We use your information as follows:

To fulfil a contract with you to, or take steps at your request before this:

- Provide dance tuition to your children;
- Enter your children for examinations;
- Handle credit card information provided to us.

As required to conduct our business and pursue our legitimate interests, in particular:

- Letting you know about Elite Dance's activities and promotional activities by post, email and phone in accordance with your marketing preferences

Where you give us consent:

- If we need your consent in order to send marketing to you;
- In relation to using photographs of your children on our website, social media pages, or other places;
- In relation to providing first aid to your children in the event of an accident.

For purposes which are required by law:

- Sharing your personal information in order to comply with legal obligations to which we are subject.

### How will we share your information?

We share your personal details:

- Within Elite Dance to our administrative and teaching staff;
- With third party service providers who process your information on our behalf for the purposes above – such as payment processors, accountants, and our software providers;
- With Oxfordshire County Council as required by them;
- With dance examination and assessment bodies as required to enter your children for examinations.

We will also share your personal information:

- If we think this is necessary to in order to protect the rights, property, or safety of Elite Dance, our employees, our commercial partners, or our customers;
- With government authorities and/or law enforcement officials if required by law.