

## Extend Dance Privacy Policy

This is the privacy policy of Extend Dance (London) Ltd [company number 12221057] (collectively referred to as “Extend Dance”, “we”, “us” or “our” in this privacy policy) and sets out how we collect and process your personal data. It explains how we protect your data and how we make use of the information you give us when you become our customer and use this website.

We are committed to safeguarding and respecting the privacy and security of your personal information. We endeavour to keep all personal data safe and secure and use it only for the purposes for which it was collected, and not do anything with your data that you would not reasonably expect. If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy.

This policy is updated from time to time, so please check it regularly.

For the purposes of relevant data protection legislation, we are the controller of the personal data you provide to us and as a controller we use the personal data we hold on you in accordance with this Privacy Policy.

If you have any questions about this policy or our privacy practices, please email: [extenddancestudio@gmail.com](mailto:extenddancestudio@gmail.com).

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

### The type of personal data we collect

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

**Individual Data.** This includes personal data you provide to us in person, via our website or by telephone, including the personal and contact details (such as your first name, middle name, last name, username or similar identifier, marital status, title, date of birth and gender, billing address, delivery address, email address and telephone numbers, family and associate details, and physical or mental health details) you supply when booking a class or course, signing up to our newsletter or contacting us for information about press, brand collaboration, marketing, or a general enquiry.

**Sales Data.** This includes personal data relating to which classes and courses you have booked onto, details about payments to and from you, details of the products, services, classes, courses and events you have purchased from us.

**Economic and Financial Data.** This includes personal data which relates to your finances, such as your bank account and payment card details and information which we collect from you for the purposes of the prevention of fraud.

**Health Data.** This includes personal data which is gathered for health and safety purposes including any accident report or claim log.

**Technical Data** (includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website).

**Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.

**Usage Data** includes information about how you use our website, products and services.

Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

### **If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

### **How we obtain your personal data**

We use different methods to collect data from and about you including:

- Directly from you, either in person (at our studios or otherwise), via our website, by post, telephone, email, via our Booking Software or otherwise. This could include personal data which you provide when you apply for or purchase our products or services, create an account with our Booking Software, subscribe to our newsletter or other publications, request information on our services, enter into a competition or promotion, complete a survey from us or give us feedback, or when you visit any of our venues.
- Automated technologies, such as cookies, server logs and other similar technologies. We may automatically collect Information technology data about your browsing actions and patterns by using cookies, server logs and other similar technologies. Please see our Cookie Policy below for further details. For security purposes, audio and visual data may be collected on you if you attend any of our studios.
- Third parties, such as analytics providers [eg. Google Analytics], advertising networks [eg. Google and Facebook], search engine providers [eg. Google], providers of technical, payment and delivery services.

### **How we use your personal data**

We need to obtain personal data from you, for you to be able to book onto and enjoy our services – namely our classes, courses, events, competitions, goods, merchandise and all services. We also may need to process your personal data to comply with the law, for example in Health and Safety matters.

We may use your Personal Data where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise

required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Our legitimate interests include to recover debts due to us, to keep our records updated and to study how customers use our services and goods, to develop them and grow our business, to inform our marketing strategy, to define types of customers for our services and goods, to keep our website updated and relevant, to develop our business, for running our business, for the provision of administration and IT services, network security, to prevent fraud and in the context of business reorganisation or group restructuring exercise.

More specifically, we use your Personal Data:

- To register you as a new customer.
- To perform our contractual obligations to you. This includes processing fees and charges, collecting and recovering money owed, fulfilling any order placed by you.
- To provide you with important information about our classes, courses, events and all services and goods.
- To provide information you have requested, and to deal with your enquiries.
- To ask you to leave a review or feedback about your experience with us.
- To inform you about last-minute changes to class times and locations due to unforeseen circumstances.
- To comply with our own legal obligations, e.g. health and safety legislation, or to assist in an investigation (e.g. from the Police).
- To make suggestions and recommendations to you about goods or services that may be of interest to you and to measure or understand the effectiveness of our advertising.
- To communicate with you about, and administer your participation in, special events, programs, promotions, any prize draws or competitions.
- To manage our relationship with you, including sending you important notices such as communications about changes to our terms and conditions and policies.
- To use your personal data in life or death situations when there is no time to gain your consent (e.g. in the event of an accident and we have to give your personal details to medical personnel).
- For internal purposes to use data analytics, to identify usage trends, determine and measure the effectiveness of promotional campaigns and advertising and to improve our website, relationships and experiences.
- To deal with recruitment where you have submitted a CV or job application. We may for a reasonable period keep your details on file for future reference should a suitable position subsequently become available and we may send you information about job opportunities.

### **Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### **Who has access to the personal data you provide**

We may disclose the personal data you provide to us to:

- our third-party data processors who may process data on our behalf to enable us to carry out our usual business practices, for example our Booking Software. Any such disclosure will only be so that we can process your personal data for the purposes set out in this Privacy Notice.
- HMRC, legal and other regulatory authorities, including those who request your personal data or to report any potential or actual breach of applicable law or regulation.
- External professional advisers such as accountants, auditors, bankers, insurers and lawyers.
- Law enforcement agencies, courts or other relevant party, to the extent necessary for the establishment, exercise or defence of legal rights and third parties where necessary for the purposes of prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties.
- Third parties operating plugins or content [eg. Facebook, Twitter, Instagram] on our website which you choose to interact with.

### **How long we will keep your personal data**

We will hold your personal data on our systems for as long as it is necessary to fulfil the purposes of which it was collected for. For example, we will hold payment information for a minimum period to enable us to comply with our statutory HMRC accounting, reporting and legal obligations. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements. For further information on retention periods, please contact us.

### **Keeping your personal data up to date**

It is important that we keep your information up to date and accurate, as this is part of our obligation to comply with GDPR. We would also like to be able to stay in touch with you.

If any of the information that you have provided to Extend Dance (London) Limited (Extend Dance) changes, for example if you change your e-mail address, name or address please email [extenddancestudio@gmail.com](mailto:extenddancestudio@gmail.com) or change your personal information on our Booking Software.

### **Your rights in relation to your personal data**

You have the right to ask us to restrict, stop or suspend processing of your personal data, and assuming that it is not essential for the purpose that it was provided, we will do so.

You have the right to ask us to stop sending you any direct marketing materials and you can exercise your right to prevent such processing at any time by contacting us at [extenddancestudio@gmail.com](mailto:extenddancestudio@gmail.com).

You have the right to object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

You have the right to request access to the personal information we hold about you (commonly known as a “data access request”). If you would like access to your information then please send your request in writing to [extenddancestudio@gmail.com](mailto:extenddancestudio@gmail.com) detailing the information that you would like to see. We can only accept information requests in writing from the individual themselves, and charges may be made for any multiple or excessive requests for information.

You have the right to request correction of the personal information that we hold about you, in order to correct any incomplete or inaccurate information we hold about you.

You have the right to request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it.

### **Cookies and how we use them**

A cookie is a small file placed on your computer’s hard drive. It enables our website to identify your computer as you view different pages on our website. Cookies allow websites and applications to store your preferences to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- Identify whether you are signed into our website. A cookie allows us to check whether you are signed into the site.
- Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- To recognise when you return to our website. We may show your relevant content or provide functionality you used previously.
- Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

### **Controlling cookies**

You can use your web browser’s cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies. However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

### **Security**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. To prevent unauthorised disclosure or



email: [extenddancestudio@gmail.com](mailto:extenddancestudio@gmail.com)

[www.extenddance.com](http://www.extenddance.com)

Follow us on [Facebook](#) and [Instagram](#)

access to your information, we have implemented strong physical and electronic security safeguards. We also follow stringent procedures to ensure we work with all personal data in line with the Data Protection Act 1998, the Privacy & Electronic Communications [EC Directive] Regulations 2003 and the General Data Protection Regulation [GDPR].

#### **Links from or site to other websites**

Our website may contain links to other websites, plug-ins and applications. Please note that we have no control of websites, plug-ins and applications outside the [www.extenddance.com](http://www.extenddance.com) domain. If you provide information to a website to which we link, we are not responsible for its protection and privacy. If you link to another website from our website, you should remember to read and understand that website's privacy policy as well. We are not responsible for any use of your personal data that is made by unconnected third-party websites.