



PRIVACY POLICY

Introduction

The General Data Protection Regulation (GDPR) ensures a balance between an individual's rights to privacy and the lawful processing of personal data undertaken by organisations in the course of their business. It aims to protect the rights of individuals about whom data is obtained, stored, processed or supplied and requires that organisations take appropriate security measures against unauthorised access, alteration, disclosure or destruction of personal data.

Cherry Dance will protect and maintain a balance between data protection rights in accordance with the [GDPR](#). This policy sets out how we handle the personal data of our Customers which include students, suppliers, employees and other third parties.

This document will outline what information we collect, why we collect it, and who we share it with. We also outline how you may request access to your data and how you can delete your data.

This Privacy Policy governs all data supplied to the Service by a Customer.

What types of information do we collect?

Personal Data

Cherry Dance is the Data Controller in relation to the personal data processed in accordance with this policy. Cherry Dance may collect information such as name, email address, date of birth, medical history or payment details.

How do we collect personal information?

Personal information is either collected directly by Cherry Dance, TeamUp or MailChimp.

How we use personal information

- To facilitate the relationship between a Customer and Cherry Dance, including adding names and phone numbers to class WhatsApp groups as appropriate.
- Personal information collected on TeamUp allows Cherry Dance to view and manage personal information from Customers in order to facilitate the normal operations of a Business.
- To provide announcements about Cherry Dance. Occasionally we will notify Customers of updates to the service, for example, timetable changes and price increases.
- To share with Cherry Dance instructors for the purpose of safety and in case of emergency.
- To share with emergency services when necessary, including emergency contact details.
- We also may be required to disclose an individual's personal information in response to a lawful request by public authorities, including to meet national security or law enforcement requirements.

How we store your information

All information you provide to us is stored on our secure servers or TeamUp. Any data used for our email marketing purposes is stored on the GDPR compliant CRM system (MailChimp).

The data that we process in relation to you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA") that may not be subject to equivalent data protection law.

Where your information is transferred outside the EEA, we will take all steps reasonably necessary to ensure that your data is subject to appropriate safeguards, such as relying on a recognised legal adequacy mechanism, and that it is treated securely and in accordance with this privacy policy

How we protect your information

All information you provide to us is stored on our secure servers, TeamUp or MailChimp.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Our website may, from time to time, contain links to external sites. We are not responsible for the privacy policies or the content of such sites.

How long we keep your information

We retain personal data for no longer than is necessary for the purposes for which it is being processed.

Your rights

You have the right under certain circumstances:

- to be provided with a copy of your personal data held by us;
- to request the rectification or erasure of your personal data held by us;
- to request that we restrict the processing of your personal data (while we verify or investigate your concerns with this information, for example);
- to object to the further processing of your personal data;

Our details

Cherry Dance is located at 7-9 Wish Road, Eastbourne BN21 4NX. You may contact us by email at cherrydance@hotmail.co.uk or by phone on 07793 383956.

Our Data Protection Officer can be contacted at the same physical and email address listed above.

Continued use of the Cherry Dance's services will constitute acknowledgement and acceptance of this Policy.

We keep our privacy policy under regular review.