

# **Project Dance Privacy Policy**

Effective date: 18 April 2026

Last updated: 18 April 2026

Project Dance is committed to protecting and respecting your privacy. This Privacy Policy explains how Project Dance collects, uses, stores and protects personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and guidance issued by the Information Commissioner's Office (ICO).

This policy applies to all personal data collected by Project Dance through its website, events, performances, workshops, community programmes, recruitment processes, mailing lists and correspondence.

## **1. Who We Are**

Project Dance operates through Project Dance Limited and Project Dance Enterprises Limited.

For the purposes of UK data protection law, Project Dance is the data controller responsible for your personal data.

Registered address:  
24 Garrett Road  
Lynx Trading Estate  
Yeovil  
BA20 2TJ

Data Protection Lead: James Bamford  
Email: [info@projectdance.org.uk](mailto:info@projectdance.org.uk)

## **2. The Information We Collect**

Depending on your relationship with Project Dance, we may collect:

- Name, address, email address and telephone number
- Date of birth
- Parent or guardian details
- Emergency contact details
- Medical information, allergies and health conditions
- Disability or access requirements
- Religion or faith requirements where relevant
- Safeguarding concerns and incident reports

- DBS and criminal record information where required
- Attendance and participation records
- Payment information
- Recruitment records including CVs, references, audition footage and right to work documents
- Marketing preferences
- Photographs, video and audio recordings
- Consent forms

### **3. How We Use Personal Information**

We use personal information to:

- Deliver workshops, performances, projects and events
- Register participants and manage bookings
- Keep participants safe
- Respond to enquiries
- Communicate with participants, parents, staff and volunteers
- Manage safeguarding and welfare concerns
- Make reasonable adjustments and support access requirements
- Process recruitment and volunteering applications
- Maintain records required for legal, safeguarding and insurance purposes
- Send newsletters and marketing where you have consented
- Promote Project Dance through photographs and video
- Meet legal and regulatory obligations

### **4. Lawful Bases for Processing**

Project Dance processes personal information under the lawful bases of:

- Contract
- Legitimate interests
- Legal obligation
- Vital interests
- Substantial public interest
- Consent

Where we process special category data, we do so only where this is necessary and lawful, including for safeguarding, protecting vital interests, legal obligations or with explicit consent.

### **5. Children and Young People**

Project Dance works extensively with children and young people.

Where a participant is under 18:

- We collect information from a parent or guardian where appropriate

- We obtain parental consent for participation, photography and marketing where required
- We only collect information necessary for the safe running of our activities
- We take additional steps to protect children's personal data

## **6. Sharing Your Information**

We only share personal information where necessary and appropriate.

We may share information with:

- Relevant Project Dance staff, safeguarding leads and freelance creative staff
- Medical professionals or emergency services where necessary
- Regulators, insurers, safeguarding authorities or the police where legally required
- Mailchimp
- Google Drive / Google Workspace
- WeTransfer
- Banking providers and payment processors
- Venue partners or event organisers where required

We do not sell personal data to third parties.

## **7. International Transfers**

Some of the organisations we use store or process personal data outside the UK, including Mailchimp, Google Drive and WeTransfer.

Where data is transferred outside the UK, we ensure appropriate safeguards are in place, including adequacy regulations, International Data Transfer Agreements and Standard Contractual Clauses.

## **8. Data Retention**

Project Dance keeps personal information only for as long as necessary.

Retention periods include:

- General enquiries – up to 2 years
- Participant registration forms – 2 years after last participation
- Medical and emergency information – no later than 2 years after participation
- Marketing records – until consent is withdrawn or you unsubscribe
- Recruitment records, CVs, references and audition footage – 2 years
- DBS information – no longer than 6 months unless legally required
- Financial records – 6 years
- Safeguarding and incident records – until the participant reaches age 25 or longer if legally required

- Photography and video consent forms – for as long as related material is retained

## **9. Photography and Video**

Project Dance may take photographs and video recordings during activities and events.

We only use images and recordings where the individual, or a parent/guardian in the case of a child, has given consent.

Consent forms distinguish between:

- Internal record use
- Publicity and marketing use
- Social media and online publication

Consent may be withdrawn at any time by contacting [info@projectdance.org.uk](mailto:info@projectdance.org.uk).

Where consent is withdrawn:

- We will stop using the image or recording in future publications and publicity
- We will remove it from our website, social media channels and digital archives where reasonably practicable
- We will ask relevant staff and contractors to stop using the material
- We will securely delete the material unless retention is required for legal, safeguarding, archival or historical reasons

Material already used in printed publications, third-party press or public social media may not always be capable of complete removal.

## **10. Website Use**

The Project Dance website is hosted on WordPress.

The website currently uses only essential cookies necessary for it to function. Project Dance does not currently use analytics cookies, advertising cookies or tracking pixels.

If this changes in future, the website and this policy will be updated accordingly.

## **11. Data Security**

Project Dance takes appropriate technical and organisational measures to protect personal information.

These measures include:

- Password-protected systems and devices
- Restricted access to information
- Secure cloud storage
- Confidentiality obligations for staff and freelancers
- Secure destruction of paper and digital records
- Safeguarding procedures for sensitive information

If a personal data breach occurs, we will investigate and report it to the ICO where required.

## **12. Your Rights**

Under UK GDPR, you have the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of your information
- Restrict or object to certain processing
- Withdraw consent
- Request transfer of your information to another organisation
- Complain about how your information is used

To exercise your rights, contact [info@projectdance.org.uk](mailto:info@projectdance.org.uk). We will normally respond within one month.

## **13. Complaints**

If you are unhappy with how Project Dance uses your personal data, please contact us first at [info@projectdance.org.uk](mailto:info@projectdance.org.uk).

You also have the right to complain to the Information Commissioner's Office:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Telephone: 0303 123 1113

Website: [www.ico.org.uk](http://www.ico.org.uk)

## **14. Changes to This Policy**

We may update this Privacy Policy from time to time.

The latest version will always be available on [www.projectdance.org.uk](http://www.projectdance.org.uk) and the 'last updated' date at the top of this policy will show when changes were made.