



ADF DANCE ACADEMY

DATA PROTECTION POLICY

ISSUE DATE: JUNE 2026

REVIEW DUE: JUNE 2027

PREPARED BY

Alexandra Gale

PRINCIPLE

Our Approach

ADF Dance Academy is committed to handling personal information responsibly, respectfully and securely. We aim to protect privacy and confidentiality throughout all areas of the Academy through safe and professional information handling practice.

At ADF Dance Academy, data protection is not simply about legal compliance, it is also about trust. Parents and carers share personal information with the expectation that it will be handled carefully, sensitively and with respect for individual privacy. Everyone connected to the Academy should feel confident that their information is protected and managed safely.

We recognise that parents and carers place faith in us not only to store personal information, but to use it responsibly in support of communication, enrolment, safeguarding, health and safety, participation and administration. Through secure handling and responsible practice, personal information is managed with care and integrity at all times.

1. Purpose

Data protection involves collecting, storing, using and managing personal information responsibly and in line with relevant data protection legislation and good practice.

This policy outlines:

- The Academy's responsibilities relating to data protection and confidentiality
- How information is collected, stored, used and shared
- Expectations for handling personal and sensitive information appropriately
- Measures used to help protect privacy, confidentiality and data security
- How responsible information handling is promoted throughout the Academy

2. Scope

This policy applies across all areas of ADF Dance Academy and to everyone involved, including staff, freelancers, volunteers, chaperones, students, parents/carers, visitors and external professionals. It applies to all Academy-related activity involving the collection, storage, use, sharing or handling of personal information, including:

- Classes
- Rehearsals
- Performances
- Competitions
- Workshops
- Trips
- Events
- Online and virtual Academy activity
- Academy administration and record keeping
- Photography, video and social media activity
- Enrolment, registration and communication processes

This document should also be read alongside the Academy's related policies and procedures, such as:

- Safeguarding and Child Protection Policy
- Photography, Video and Social Media Policy
- Health and Safety Policy
- First Aid Policy
- Code of Conduct
- Concerns and Complaints Policy

3. Legal and Regulatory Responsibilities

We aim to comply with relevant data protection legislation and good practice expectations applicable to Academy activities, communication, administration and operational practice. Our approach is informed by relevant legislation and guidance including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

4. Data Protection Responsibilities

Principal and Responsible Person
Alexandra Gale
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Responsibilities include:

- Overseeing data protection arrangements throughout ADF Dance Academy
- Monitoring how personal information is collected, stored, used and shared
- Helping maintain secure handling and storage of Academy records and information
- Responding appropriately to data protection concerns or breaches where required
- Reviewing data protection procedures and related policies regularly
- Supporting responsible communication and confidentiality throughout Academy activity
- Liaising with relevant providers or external professionals where necessary
- Helping ensure personal information is only accessed where relevant
- Promoting awareness of data protection responsibilities throughout the Academy

Academy Responsibilities

The Academy will:

- Support confidentiality and privacy
- Handle personal information respectfully, securely and responsibly
- Maintain secure arrangements for storing and protecting information
- Share information appropriately and only where necessary
- Respond effectively to data protection concerns where required
- Promote safe and responsible communication practice

Staff and Volunteer Expectations

Staff and Volunteers are expected to:

- Handle personal information responsibly and respectfully
- Maintain confidentiality where appropriate
- Use Academy information appropriately and securely
- Report data protection concerns promptly where necessary
- Follow Academy data protection procedures and communication expectations
- Support safe and responsible handling of information throughout Academy activity

Parent, Carer and Student Expectations

Parents/carers and students are expected to:

- Provide accurate and up to date information
- Respect the privacy and confidentiality of others
- Use Academy communication platforms and shared information responsibly
- Raise concerns appropriately where necessary
- Follow Academy expectations relating to photography, communication and sharing of information where applicable
- Respect the confidentiality of Academy emails, correspondence, invoices, documents and other information by not forwarding, copying, sharing, distributing or otherwise disclosing content that contains confidential, personal or Academy-related information
- Ensure information held by the Academy remains accurate and up to date by notifying us promptly of changes to contact details, emergency contacts, collection arrangements, medical needs or any other relevant details relating to a student's participation, safety or wellbeing

5. Information We May Collect

To help maintain safe, organised and effective Academy operation, certain information may be collected where relevant for enrolment, communication, safeguarding and operational purposes, which may include:

- Student names and dates of birth
- Parent and carer contact details
- Emergency contact information
- Medical information relevant to participation or safety
- Attendance and enrolment records
- Accident or incident records
- Safeguarding or welfare information where necessary
- Payment or invoice information
- Photography and/or social media consent preferences
- Communication records relating to activities and participation

6. How Information May Be Used

Personal information may be used to help manage communication, student wellbeing, safeguarding, enrolment and the day-to-day running of ADF Dance Academy. Information will only be used for legitimate Academy purposes and will never be sold or shared for commercial use.

Purposes may include:

- Managing class registrations, attendance and participation
- Communicating important Academy information and updates
- Supporting student health, safety and wellbeing
- Maintaining accurate Academy records and administration
- Responding appropriately to safeguarding, welfare or medical concerns
- Organising performances, events, trips and related arrangements
- Managing payments, invoices and enrolment information
- Maintaining photography, video and social media consent records
- Supporting safe and responsible daily Academy practice

7. Lawful Basis and Processing Information

Information will only be collected, used and processed where there is a clear reason to do so in support of the safe and responsible operation of the Academy. This may include consent, legitimate interests, legal obligations or circumstances where processing is necessary to protect health, safety or safeguarding.

8. Storage and Security of Information

All personal information will be handled carefully and stored securely to help protect confidentiality and reduce the risk of loss, misuse or unauthorised access. This includes the use of password-protected digital systems where appropriate, the safe storage of physical records, restricted access to personal and confidential information and the secure disposal or deletion of records when they are no longer required. Wherever possible, personal information will be shared using secure methods of communication.

9. Confidentiality

Personal, medical, safeguarding or welfare information will be handled sensitively and shared only where necessary to help support safety, wellbeing and responsible Academy practice, although absolute confidentiality cannot always be guaranteed where safeguarding, welfare or legal concerns require further action.

Information may be shared where required to:

- Protect the health, safety or wellbeing of a student or others
- Respond appropriately during emergencies
- Meet safeguarding responsibilities
- Comply with legal obligations
- Support emergency services, medical professionals or relevant authorities where necessary

10. Data Retention

As an Academy, we will only retain personal information for as long as reasonably necessary to support participation, safeguarding, welfare, administration, legal, insurance and financial requirements. Information that is no longer required will be securely deleted, destroyed or otherwise appropriately disposed of.

11. Data Breaches and Concerns

Any concerns relating to confidentiality, data handling, unauthorised access or potential data breaches should be reported to the Responsible Person, so they can be reviewed and addressed carefully and in line with data protection responsibilities.

12. Individual Rights

Under UK GDPR and data protection legislation, individuals may have rights relating to their personal information. These rights may include requesting deletion where appropriate, correcting inaccurate records, restricting certain types of processing, withdrawing previously given consent where applicable and raising concerns regarding data handling practices. Questions, concerns or requests relating to personal information may be raised using the contact details provided within this policy.

13. Third-Party Services

Where external systems, platforms or service providers are used to support communication, administration or day-to-day operations, reasonable care will be taken to work with organisations that handle information responsibly and maintain secure privacy and security standards. This may include booking systems, communication platforms, website providers or other systems used to help support Academy organisation and administration. Third-party services operate under their own privacy policies, terms and data protection arrangements.

14. Monitoring and Review

This policy will be reviewed annually or sooner where necessary to reflect changes in legislation, guidance, Academy practice or data protection requirements. Overall responsibility for monitoring and review rests with the Principal and Responsible Person.

15. Final Statement

At ADF Dance Academy, we recognise the importance of privacy, confidentiality and responsible information handling. We are committed to maintaining secure and respectful data protection practices that help support communication, safeguarding, wellbeing and the safe operation of Academy activities. Through responsible management and careful handling of personal information, we strive to maintain the trust and confidence placed in us by students, parents/carers and everyone connected to ADF Dance Academy.