



La La Dance Privacy Policy

The purpose of the policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use our websites (laladance.co.uk, dancingtohappiness.co.uk). If you do not agree to the following policy you may wish to cease viewing / using the websites, refrain from submitting your personal data to us, and contact us to have your personal data deleted.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, La La Dance and DancingToHappiness
- "you", "the user" refer to the person(s) using our website or face to face services
- GDPR means General Data Protection Act
- PECR means Privacy & Electronic Communications Regulation
- ICO means Information Commissioner's Office
- Cookies mean small files stored on a user's computer or device.

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Processing of your personal data

We control and / or process any personal information about you electronically using the GDPR (General Data Protection Regulation) lawful basis of consent, however we are exempt from registration in the ICO Data Protection Register because we only process limited personal data for core business purposes.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

Which data do we collect?

We collect and store:

- Name (first names and surname)
- E-mail address
- Telephone number

How do we collect your data?

We ask for your information either face to face when delivering services, or through one of our websites. You consent to giving us the information and recording it at the time you provide it.

How will we use your data?

We use your information to arrange private lessons and group classes, and to tell you about our services and events, as well tracking your specific learning progress in your own secure location within our learning management system (LMS).

How do we store your data?

We store your information securely via cloud services such as Dropbox and our hosted LMS. We will keep this data as long as you remain a customer after which it will be deleted.

What are your individual data protection rights?

Under the GDPR your rights are as follows. You can read more about [your rights in detail here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

We use cookies on our websites to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable and to display relevant content. Some cookies are required to enjoy and use the full functionality of our websites.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods,

where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information.

Fair & Transparent Privacy Explained

We have provided explanations about user privacy and the way we use our websites to help promote a transparent and honest user privacy methodology.

Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done so through our own e-mail accounts.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) by contacting us.

How to contact us

If you have any questions about La La Dance's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: enquiries@dancingtohappiness.co.uk

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that our company has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office at 0303 123 1113.