



Privacy Policy

1. Introduction

At Sunflower Dance, we are committed to safeguarding the privacy and personal data of all our participants, families, staff, and online users. This Privacy Policy explains how we collect, store, use, and protect your personal information in compliance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**. It applies to all data shared with us via online forms, email, telephone, written correspondence, or in person.

Our website may contain links to third-party sites. We are not responsible for their privacy practices and recommend you read their privacy policies separately.

2. What Information Do We Collect?

Depending on your engagement with Sunflower Dance, we may collect and store the following information:

- Name of participant and parent/guardian
- Date of birth
- Address
- Email address and telephone number
- Emergency contact details
- Relevant medical conditions or additional needs
- Attendance records
- Payment information
- Consent preferences (including for photographs and marketing)
- Photos and videos for marketing (with explicit consent)

This information is used only to deliver and administer our services safely and efficiently.

3. Cookies and Website Use

Our website, built on **Wix**, uses cookies for:

- Functionality and user experience
- Identifying registered users
- Analytics and performance monitoring
- Security purposes

These are essential to provide a smooth online experience. You can adjust cookie settings via your browser.

4. How Do We Use Your Information?

Your information is used for:

- Administering class enrolments, invoicing, and reminders
- Communication regarding changes or updates to classes and events
- Processing employment or freelance applications
- Ensuring safety and appropriate medical care during sessions
- Marketing communications (only with your consent)

We will never sell your data or share it with third parties for marketing purposes.

5. Communication Preferences

Sunflower Dance may contact you:

- To deliver services you've enrolled in
- With class updates, reminders, or changes
- Regarding applications or employment
- With marketing or promotional updates, only with your consent

You can update your communication preferences or opt out at any time by contacting **sarah@sunflowerdance.co.uk**.

6. Withholding Consent

You are not required to provide personal information, but doing so may limit our ability to deliver services.

If you opt out of providing data:

- You may need to stay on-site during classes in case of emergency
- A guardian must remain present at events



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You may still receive non-marketing communications under “legitimate interest” (e.g., booking confirmations or safety alerts).

7. Legitimate Interest

We process some data under the legal basis of **legitimate interest**, such as:

- Invoicing data (required by HMRC)
- Emergency medical information (to safeguard participants)

This data will only be retained for as long as necessary.

8. Young Users

If you are under 18, a parent or guardian must complete forms and provide consent for your participation.

9. Use of Images

Images and videos may be taken for:

- Progress tracking
- Marketing on our website, social media, posters, or flyers

We will always request online parental consent in advance.

No full names will be used publicly. You may withdraw consent for image use at any time by contacting **sarah@sunflowerdance.co.uk**.

10. Data Retention

We retain personal data only as long as necessary:

- Student records are stored via Class4Kids for **2 year** after leaving
- Invoicing data is kept for **6 years** for legal tax purposes

After this period, data is deleted securely.

11. Data Storage & Security

We protect your data using secure systems, including:

- Password-protected software and mobile apps
- Class4Kids booking and management platform
- Trusted third-party services with GDPR-compliant agreements

Third-party processors include:

- Wix (website hosting)
- Class4Kids (booking & admin)
- Facebook & Instagram (social media)
- TShirt Studio (merchandise fulfilment)

12. Your Rights

You have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate information
- Withdraw consent at any time
- Request deletion of your data (with some legal exceptions)

To make a request, email **sarah@sunflowerdance.co.uk** with proof of identity.

13. Changes to This Policy

We may update this Privacy Policy from time to time. Any significant changes will be communicated to you where applicable.