



KIMBERLEY PERFORMING ARTS CENTRE

PRIVACY STATEMENT

1. Background

This privacy notice lets you know what happens to any personal data that you give to us, or any that we may collect from or about you. It applies to all products and services, and instances where we collect your personal data.

This privacy notice applies to personal information processed by Kimberley Performing Arts Centre

Changes to this privacy notice

We may change this privacy notice from time to time by updating this page in order to reflect changes in the law and/or our privacy practices. We encourage you to check this privacy notice for changes whenever you visit our website.

Kimberley Performing Arts Centre

We're Kimberley Performing Arts Centre (KPAC), South Leys Campus, Enderby Road, Scunthorpe, DN17 2JL. We are a data controller of your personal data.

We have a dedicated data protection officer ("DPO"). You can contact the DPO using the details below or by writing to the above address, marking it for the attention of the DPO:

Caroline Kupfers

Data Protection Officer

Kimberley Performing Arts Centre;

South Leys Campus

Enderby Road

Scunthorpe

DN17 2JL

2. What kinds of personal information do we process about you?

Personal information that we'll process in connection with all of our services, if relevant, includes for all members their:

- **Personal contact details**, such as title, name and telephone number and e-mail address

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- **Date of birth, gender and age**
 - **Your nationality**, if needed for examination purposes or statistical funding or director information
 - **Family members** (Emergency Contact information)
 - **Records of your contact with us** such as via the mobile phone number and, if you get in touch with us electronically, your e-mails.
 - **Products and services** you hold with us, which pupil attends which class and the fee information associated
 - **The usage of our products and services**, registers of classes are kept
 - **Marketing to you and analysing data**, e-mail addresses to send regular newsletters to and statistical data to analyse class usage
 - **Personal Information about you held with our business partners**, such as RAD, ISTD and LAMDA
 - **Information we obtained from third parties**, including information from Social Services, outside mental health organisations, local schools
 - **Information about your health**, current medical information
 - **Financial details about you**, payments that you have made directly to KPAC and any monies that you owe
 - **Images and videos of members**, to help promote KPAC and for funding purposes
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3. What is the source of your personal information?

We'll collect personal information from:

- You directly and any information from family members or person with parental responsibility
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4. What do we use your personal data for?

We use your personal data, including any of the personal data listed in section 2 above, for the following purposes:

- To keep a record of who is in which class for safety and importantly safeguarding purposes
- To contact parents/guardians in cases of emergency, queries or concerns
- To improve the operation of our business
- To ensure your queries and concerns are communicated effectively through the use of a communication book
- To monitor and to keep records of our communications with you and our staff
- For market research and analysis and developing statistics
- For direct marketing communications

- To provide personalised services to you, such as tailoring our services and deciding which offers or promotions would be of benefit to you
- To text information about different fee payments due, uniform orders or class changes or requirements
- To develop new services and to review and improve current services
- To comply with legal and regulatory obligations, requirements and guidance
- To provide insight and analysis of our customers both for ourselves and for the benefit of business partners either as part of providing products or services, helping us improve products or services, or to assess or improve the operating of our businesses
- To share information, as needed, with business partners (for example, exam information with RAD, ISTD or LAMDA or information to festival organisers)
- To send out half termly newsletters

5. What are the legal grounds for our processing of your personal information (including when we share it with others)?

We rely on the following legal bases to use your personal data:

1. **Where it is needed to provide you with our products or services**, such as:
 - a) Managing services you hold with us
 - b) Updating your records including contacting you about your account and doing this for recovering debt (where appropriate)
 - c) Sharing your personal information with business partners and services providers when you enter an exam, festival or similar
 - d) All stages and activities relevant to managing the service including enquiry, application, administration and management of accounts
2. **Where it is in our legitimate interests to do so**, such as:
 - a) Managing your services relating to that, updating your records, contacting you about your account and doing this for recovering debt (where appropriate)
 - b) To perform and/or test the performance of, our services and internal processes
 - c) To follow guidance and recommended best practice of government and regulatory bodies
 - d) For management and audit of our business operations including accounting
 - e) To carry out monitoring and to keep records of our communications with you and our staff (see below)
 - f) To administer our good governance requirements such as internal reporting and compliance obligations or administration required for AGM processes
 - g) For market research and analysis and developing statistics
 - h) For direct marketing communications and related profiling to help us to offer you

relevant products and services, including deciding whether or not to offer you certain services. We will send marketing to you by SMS, email, phone, post and social media

i) Where we need to share your personal information with people or organisations in order to run our business or comply with any legal and/or regulatory obligations

3. To comply with our **legal obligations**
4. With your **consent or explicit consent**:

a) For direct marketing communications including text or e-mails

b) For the sharing of photo's and video's for funding or promotional purposes

6. When do we share your personal information with other organisations?

We may share information with the following third parties for the purposes listed above:

- Royal Academy of Dance (RAD) for exam purposes
- Imperial Society of Teachers Dance (ISTD) for exam purposes
- LAMDA for exam purposes
- Any festival in which you wish to enter your child including Dance, Drama and Music
- Uniform orders which consists of name and size

We will not share your information without your consent.

7. How and when can you withdraw your consent?

Where we're relying upon your consent to process personal data, you can withdraw this at any time by contacting us using the details below.

8. Is your personal information transferred outside the UK or the EEA?

We're based in the UK and we do not transfer any information outside of the UK

9. What information do we share with outside bodies?

- Full Name
- Date of Birth including age

Exams also require:

- Ethnicity
 - Parent/Guardian's Contact Name (Major exams)
 - Height (Major exams)
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10. What should you do if your personal information changes?

You should tell us so that we can update our records by informing us at reception or through the contact details below.

11. Do you have to provide your personal information to us?

We're unable to provide you with our services if you do not provide certain information to us. In cases where providing some personal information is optional, we'll make this clear.

12. Do we do any monitoring involving processing of your personal information?

In this section monitoring means any: taking and keeping records (as the case may be) of calls, email, text messages, social media messages, in person (face to face) meetings and other communications.

We may monitor where permitted by law and we'll do this where the law requires it, or to comply with regulatory rules, to ensure that we are keeping you as up to date as possible with all aspects of our services, to ensure that we are acting appropriately, to ensure all are classes are financial viable or at the maximum capacity, this includes monitoring attendance.

13. For how long is your personal information retained by us?

Unless we explain otherwise to you, we'll hold your personal information based on the following criteria:

- For as long as we have reasonable business needs, such as managing our relationship with you and managing our operations
 - Retention periods in line with legal and regulatory requirements or guidance.
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14. What are your rights under data protection laws?

Here is a list of the rights that all individuals have under data protection laws. They don't apply in all circumstances. If you wish to use any of them, we'll explain at that time if they are engaged or not. The right of data portability is only relevant from May 2018.

- The right **to be informed** about the processing of your personal information
- The right to have your personal information **corrected if it is inaccurate** and to have **incomplete personal information completed**
- The right **to object** to processing of your personal information
- The right **to restrict processing** of your personal information
- The right **to have your personal information erased** (the "right to be forgotten")
- The right to **request access** to your personal information and to obtain information about how we process it
- The right to **move, copy or transfer your personal information** ("data portability")
- Rights in relation to **automated decision making which has a legal effect or otherwise significantly affects you**

You have the right to complain to the Information Commissioner's Office which enforces data protection laws: <https://ico.org.uk/>. You can contact us using the details below.

15. Your right to object

You have the right to object to certain purposes for processing, in particular to data processed for direct marketing purposes. You can contact us by e-mail info@kimberleyperformingarts.co.uk or messaging: 07436813659

16. Your right to access

You have the right to access the data that we hold about you. You can contact us by e-mail info@kimberleyperformingarts.co.uk or messaging: 07436813659

17. How secure is your data?

All data that is stored is located within a locked office and lockable filing cabinets, computers and mobile phones are password protected. Staff have received sufficient training and fully aware of the risks and consequences of remote working and have to abide by the Data Protection Policy.

We will do everything possible to keep your data as secure as we practically can.

18. What are your marketing preferences and what do they mean?

We may use your home address, phone numbers, email address and social media or digital channels to contact you and we will ask for your permission to do so first. You can stop our marketing at any time by contacting us using the details below.

Contact Us

If you have any questions about this privacy notice, or if you wish to exercise your rights or contact the DPO, you can e-mail info@kimberleyperformingarts.co.uk. Alternatively, you can write to Kimberley Performing Arts Centre, South Leys Campus, Enderby Road, Scunthorpe, DN17 2JL, marking it for the attention of the DPO.