

# Danceforce Performing Arts Academy

## Privacy Policy

Effective Date: April 30, 2023

We take your privacy seriously and are committed to protecting your personal information in accordance with the General Data Protection Regulation (GDPR) and other applicable laws and regulations in the United Kingdom.

This Privacy Policy describes how we collect, use, and disclose your personal information when you use our website, products, and services.

### 1. Personal Information We Collect

We may collect the following types of personal information:

- Contact Information: such as your name, email address, and phone number
- Demographic Information: such as your age, gender, and location
- Financial Information: such as your credit card number or bank account details
- Usage Information: such as your IP address, device type, and browsing behavior
- Other Information: such as your feedback, comments, or survey responses

### 2. How We Use Your Personal Information

We may use your personal information for the following purposes:

- To provide and improve our products and services
- To communicate with you about your account, orders, or inquiries
- To personalize your experience and offer targeted promotions
- To process payments and prevent fraudulent activities
- To comply with legal and regulatory obligations
- To conduct research and analytics to better understand our customers and market trends
- To provide marketing and promotional materials, subject to your consent

### 3. How We Disclose Your Personal Information

We may disclose your personal information to the following categories of third parties:

- Service Providers: such as payment processors, shipping carriers, or marketing agencies
- Business Partners: such as advertisers or sponsors

- Legal Authorities: such as courts, law enforcement agencies, or regulatory bodies
- Successors: such as potential or actual buyers or sellers in a merger, acquisition, or bankruptcy proceeding

#### 4. Cookies and Similar Technologies

We use cookies and similar technologies to collect and store usage information and preferences about your visit to our website. You can control cookies through your browser settings and opt-out of certain advertising cookies through the industry-standard opt-out tools.

#### 5. Data Security and Retention

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, or alteration. We retain your personal information for as long as necessary to fulfill the purposes for which it was collected unless a longer retention period is required or permitted by law.

#### 6. Your Rights and Choices

You have the following rights regarding your personal information:

- Access: to request access to your personal information and obtain a copy
- Correction: to request correction of your personal information if inaccurate or incomplete
- Deletion: to request deletion of your personal information in certain circumstances
- Objection: to object to the processing of your personal information on certain grounds
- Restriction: to request restriction of processing of your personal information in certain circumstances
- Portability: to request portability of your personal information to another controller

You also have the right to withdraw your consent to the processing of your personal information at any time, if we rely on your consent as the legal basis for processing.

#### 7. Contact Us

If you have any questions or concerns about this Privacy Policy or our handling of your personal information, please contact us at [info@danceforce.co.uk](mailto:info@danceforce.co.uk).

#### 8. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our information practices or legal requirements. We will notify you of any material changes by posting the updated Privacy Policy on our website and updating the Effective Date at the top of this page.