

PRIVACY POLICY

(Last updated: August 2025)

BALLET BRITAIN

As a responsible and transparent organisation, Ballet Britain is totally committed to protecting your privacy and any personal data we collect. We appreciate the trust you place in us when sharing your personal information. The security of that data is very important to us.

This Privacy Policy explains what information we collect, how we use it, our legal basis for doing so, and your rights. Please read it carefully and check back from time to time, as we may update it.

WHO WE ARE

Ballet Britain is a project which aims to give talented ballet students the experience of being part of a youth ballet company for a year, as well as other training opportunities.

- **Data Controller:** Ballet Britain
- **Office Address:** Office 1, Izabella House, 24–26 Regent Place, Birmingham, B1 3NJ, United Kingdom
- **Contact:** mason@balletbritain.com or immie@balletbritain.com

We decide what personal data is collected, how it is used, and how it is protected.

WHAT PERSONAL DATA WE COLLECT

Depending on how you interact with us, we may collect:

- **Basic contact details:** name, address, email, phone number
- **Student information:** date of birth, health/medical details (e.g. allergies, injuries), emergency contact details
- **Payment details:** processed securely by Stripe or GoCardless (we do not store card details ourselves)
- **Marketing preferences:** records of whether you have opted in to receive newsletters and promotions
- **Technical data:** when you visit our website (e.g. IP address, browser type, cookies — see “Cookies” section)

HOW WE COLLECT YOUR DATA

- When you complete a contact form or sign up for newsletters
- When you enrol a student or purchase a product/service
- When you correspond with us by email, phone, or social media
- Through website analytics and cookies (with your consent)

OUR LEGAL BASES FOR PROCESSING

We only use your personal data when the law allows us to. The legal bases we rely on are:

- **Contract:** to process course enrolments, manage bookings, and handle payments
- **Consent:** for marketing communications, processing health/medical information, cookies/analytics, and parental consent for under-18s
- **Vital Interests:** in an emergency to protect a student's wellbeing (e.g. using medical or emergency contact information)
- **Legal Obligation:** to meet tax, accounting, safeguarding, and regulatory requirements
- **Legitimate Interests:** to respond to enquiries, improve services, or manage internal operations in a way that does not override your rights

For special category data (health/medical), we rely on **explicit consent** or, in emergencies, **vital interests/safeguarding obligations**.

CHILDREN'S DATA

We work with young people. For students under 18, we collect personal information (including medical details and emergency contacts) with the knowledge and consent of a parent or guardian.

Children under 13 cannot provide their own consent for online services — we always require parental/guardian consent.

HOW WE USE YOUR INFORMATION

We may use your information to:

- Provide the services you have requested (e.g. course enrolment, workshops, performances)
- Process payments securely
- Ensure student safety and respond in emergencies
- Communicate with you about queries, bookings, or changes to services
- Send newsletters and marketing (if you have consented)
- Improve our website and services (via analytics)

We do **not** sell your data to third parties.

WHO HAS ACCESS TO YOUR INFORMATION

- **Our team:** Employees, tutors, and authorised freelancers involved in running our courses (only where necessary)
- **Service providers:** Payment processors (Stripe, GoCardless), website hosting (Webflow), analytics providers (Google), advertising providers (Meta/Facebook), course enrolment software provider (JotForm) — each only receives the minimum data required to perform their services
- **Legal/safety reasons:** We may share information if required by law or in an emergency situation affecting a student's health and safety

All third parties are required to keep your data safe and only use it for the purpose agreed with us.

DATA RETENTION

We will not keep your data longer than necessary.

- **Course records (student data) and General enquiries:** retained until the end of the course + 1 year (for safeguarding/legal enquiries)
- **Marketing emails:** kept until you withdraw consent/unsubscribe
- **Payment records:** retained for 6 years to comply with UK tax law
- **General enquiries:** retained for up to 12 months

After these periods, data is securely deleted.

INTERNATIONAL TRANSFERS

Some of our providers (e.g. Webflow, Google, Meta, Stripe, GoCardless, JotForm) may process data outside the UK. Where this happens, they rely on **UK adequacy**

decisions or **Standard Contractual Clauses (SCCs)** to ensure your data remains protected.

COOKIES AND TRACKING

Our website uses cookies and similar technologies.

- **Essential cookies:** required for the website to function
- **Analytics cookies (Google Analytics):** help us understand how visitors use our site
- **Marketing cookies (Meta/Facebook Ads):** help us deliver relevant adverts

Under **PECR**, we need your consent for non-essential cookies (analytics and marketing). You can manage this via our cookie banner when you first visit our site, or change settings in your browser.

HOW WE PROTECT YOUR DATA

We use technical and organisational measures to protect your data (encryption, restricted access, secure servers). While we do our best to protect your information, no system is 100% secure, so transmission of information is at your own risk.

We remain responsible for the protection of your data, even when handled by trusted third-party processors.

YOUR RIGHTS

Under UK GDPR, you have the following rights:

- **Access** – request a copy of the data we hold about you
- **Rectification** – have incorrect or incomplete data corrected
- **Erasure** – request deletion of your data (“right to be forgotten”)
- **Restriction** – request restriction of how we process your data
- **Portability** – request a copy of your data in a transferable format
- **Objection** – object to processing (e.g. marketing)
- **Withdraw consent** – where we rely on consent, you can withdraw it anytime
- **No automated decision-making** – we do not make decisions based solely on automated processing

To exercise any of these rights, contact us using the details below.

COMPLAINTS

If you have concerns about how we handle your data, please contact us first.
If you are not satisfied, you can escalate your complaint to the UK Information Commissioner's Office (ICO): www.ico.org.uk.

CONTACT US

- **Mason Gain (Managing Director)** – mason@balletbritain.com
- **Immie Ash (Artistic Director)** – immie@balletbritain.com
- **Postal Address:** Office 1, Izabella House, 24–26 Regent Place, Birmingham, B1 3NJ, United Kingdom