

# Hertsmere Academy of Dance & Performing Arts

## Privacy, Cookie & Data Policy for using the Website

Hertsmere Academy of Dance & Performing Arts (and our Web Manager, Wix.com) are committed to protecting and respecting your privacy when using our website.

This Policy applies to you, the User of this Website, and Hertsmere Academy of Dance & Performing Arts the owner and provider of this Website. This Policy applies to our use of any and all data collected by us in relation to your use of the Website.

This Privacy Policy is exclusively for your use of this website. If you are looking for our Confidentiality and Data Protection Policy (including EU GDPR) for using services in person (not our website), you can find that here within our Policies section with our Terms and Conditions.

### **This Policy**

This Policy applies only to the actions of Hertsmere Academy of Dance and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

We provide alternative methods for clients to contact us, so it is not obligatory to use the website at anytime (Opt-out). In addition to choosing what Data you share, you may choose the way in which you share Data with us. Data is collected via:

- Post
- Paper forms
- Digital forms
- Email
- Secure online forms

If you Opt-out of using our website, regrettably you may not have access to our full range of services we provide.

### **What type of information do we collect?**

Our Website is designed to be Informative for present or potential clients to see what we offer. Therefore the majority of our website does not require any Personally Identifiable Data.

Collected data may be given by visitors and users of our website to Contact Us through the Contact box. The only information we require is a Name, Email address and any further details the visitor wishes to enquire about our service. We receive, collect and store any information you enter on our website or provide us in any other way.

In addition, automatic statistical data is collected through monitory or software tools like Internet protocol (IP) address used to connect your computer to the Internet, number of visitors to the site, computer and connection information to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. These help us improve our website and services to you.

We do use cookies for a number of actions, including, to help our website function, embedded third party content and security.

NO Financial Information is collect or stored.

## How do we collect information?

Hertsmere Academy of Dance & Performing Arts is committed to ensuring that the collection and processing of personal data is only undertaken in the legitimate operation of our business. We collect and use the following Data for legitimate purposes only:

Without limitation, any of the following Data may be collected:

### **PERSONAL DATA:**

- name and child/ren's name (if provided by you);
- your &/or your and child/ren's date of birth &/or age (if provided by you);
- contact information such as email addresses, postal addresses and telephone numbers (if provided by you);
- demographic information such as profession, preferences and interests (if provided by you);
- your messages (if provided by you);
- your feedback and reviews (if provided by you);
- photos and videos (if permission is given by you);
- gender identity;
- invoice payments;

Non-personally-identifiable data collected via Our Website:

- IP address (automatically collected);
- web browser type and version (automatically collected);
- operating system (automatically collected);
- a list of URLs starting with a referring site and the site you exit to (automatically collected);
- your activity on this Website (automatically collected);

### **SENSITIVE DATA:**

We do not collect any 'Sensitive' personal data, such as your health, medical or learning support requirements, racial/ethnic origin, religious beliefs, political opinions or sexual life via our website. We request that users do not send us this information via our website and to use alternative means to submit or discuss their child's health, medical (such as allergies) or learning support requirements that are important for safeguarding issues.

No personally-identifiable information is used when sharing photos on our website or on social media, with the exclusion of our students who's parents have given signed consent for the photograph and wording.

## Why do we collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:

Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Services. Specifically, Data may be used by us for the following reasons:

- To provide, operate and improve our products/services;
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
- To comply with any applicable laws and regulations.
- internal record keeping;
- transmission by email, phone or post of information regarding your use of Our Services;
- transmission by email, phone or post of promotional materials that may be of interest to you;
- contact for market research purposes which may be done using email, telephone, or post
- illustrate, customise or update Our Services.
- With your permission, photographs and videos of our Pupils, Students and Service Users are used for illustrative purposes on our website and may be used on our social media channels and marketing materials.

## **How do we store, use, share and disclose our site visitors' personal information?**

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell/promote our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall. For more information about the Wix.com policy please follow this link: <https://www.wix.com/about/privacy>

- Personal data shall be processed fairly and lawfully.
- Personal data shall be held only for one or more specified and lawful purposes and shall not be further processed in any manner incompatible with that purpose or purposes.
- Personal data shall be adequate, relevant and not excessive in relation to the purpose for which it is processed
- Personal data shall be accurate and where necessary kept up to date.
- Personal data processed for any purpose shall not be kept for longer than is necessary for that purpose.
- Personal data shall be processed in accordance with the rights of data subject under the DPA.
- Appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of the data
- Personal data shall not be transferred to a country or a territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data.
- Any personal Data you submit will be retained by Hertsmere Academy of Dance & Performing Arts.
- Data provided by Users will NOT be sold to third parties.
- Unless we are obliged or permitted by law to do so, and subject to sharing with permission your data with necessary third parties (ie Examination boards), your personal Data will NOT be disclosed to third parties.
- All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998.

### ***Sharing Your Data: Third Party Websites and Services***

Hertsmere Academy of Dance may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to:

- Website use;
- search engine facilities;
- communications and newsletter transmission;
- advertising and marketing;
- feedback and reviews;
- Service use.

Excluding our secure email service provider (if health/medical data is provided by you via email), the providers of such services do NOT have access to sensitive Data provided by Users of this Website.

We may share personal and sensitive Data with Hertsmere Academy of Dance employees and teachers. Any Data used by such parties is used only to the extent required by them to perform the services that Hertsmere Academy of Dance request. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties shall be processed within the terms of this Policy and in accordance with the Data Protection Act 1998.

## **How do we communicate with your site visitors?**

Once a visitor has contacted Hertsmere Academy through our website contact form, the visitor will receive a response via the contact details they have provided for us. We will not contact visitors again through the website only via our office phone or business email.

## **How do you use cookies and other tracking tools?**

As some Cookies are used in order for most modern websites to function, it can be difficult to obtain prior consent before any Cookies are placed on your computer. Therefore, you will be presented with a pop-up prompt requesting your consent to set our Cookies to make you fully aware, although UK and EU Cookie Law deems these Cookies to be “strictly necessary”, therefore consent is not required. By giving your consent to the placing of Cookies you are enabling Hertsmere Academy of Dance & Performing Arts to provide the best possible experience and service to you. You may, if you wish, deny consent by removing cookies; however, certain features of the Website may not function fully or as intended.

### ***What are Cookies?***

Cookies enable us to provide the best experience, they are not spam or malware. Servers need a way to keep track of which requests are made by which website visitor, such as clicking a link to a new page, loading a video. A cookie is a simple text file that is stored on your computer or device by a website server and only that server will be able to retrieve it or read the contents of that cookie. Each cookie is unique to your web browser and contains anonymous information such as a unique identifier and the site name and some digits and numbers.

### ***What do Cookies do?***

Cookies do lots of different jobs that generally improve your experience of a website, like letting you navigate between pages efficiently, personalising content, storing your preferences. Cookies make interaction faster and easier and can also monitor anonymous statistics, such as how many visits a website has, which pages are visited and which browsers are used.

### ***There are 2 types of cookies:***

Session Cookies: Generally expire after thirty minutes or at the end of your visit.

Persistent Cookies: Used for repeat visits and generally expire a year after your first visit, though some can remain for longer.

### ***There are 2 types of parties that generate cookies:***

**First Party Cookies:** This Website may place and access certain First-party Cookies on your computer to help remember actions for instance. First party cookies are those placed directly by Hertsmere Academy/Wix.com via this Website and are used only by Hertsmere Academy/Wix.com. These are used to improve your experience of using the Website and to improve our range of products services.

**Third Party Cookies** are set by other websites who run content on the page you are viewing, for example, embedded content from Facebook, YouTube. They enhance marketing, website security, collect statistical data (such as Google Analytics). By using this Website you may receive certain third-party Cookies on your computer. Third party cookies are those placed by websites and/or parties other than Hertsmere Academy of Dance.

### ***Disable Cookies***

You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

## **Website Cookies**

Certain features of the Website depend upon Cookies to function. UK and EU Cookie Law deems these Cookies to be “strictly necessary”, therefore consent is not required for the particular Cookies which perform functions, such as: providing essential security measures and quick loading and distribution of content. You may still block these cookies by changing your internet browser’s settings.

This is a nonexhaustive list of what the first party Cookies are used for, which may be placed on your computer while using this website:

- verify logged in administrators, staff, editors, clients, subscribers and users;
- remember “names”, usernames and email addresses of those leaving comments;
- remember registered email and newsletter subscribers and whether to display notifications valid to subscribed/unsubscribed users;
- collect and remember user details or data submitted through forms (such as contact forms) for future correspondence.

This is a nonexhaustive list of Third-Party providers, what Hertsmere Academy of Dance use them for and links to their privacy policies, if they have one (a full list of current plugins available on request). Some or all of them may place Cookies on your computer while using this website (please note all analytics are anonymous statistics):

### **Analytics**

- Google Analytics [Google Privacy Policy](#) Provides tools to collect and analyse anonymous statistics for DANCE FOR ALL, such as: quantities of visitors, what country they are from, how many pages per visit, popular pages, which browsers are used. These tools enable us to understand how Users use the Website and improve the Website and the products and services.
- Instagram [Privacy Policy](#) Owned by Facebook.
- Facebook [Privacy Policy](#) Provides a plugin for visitors to view our posts; link to and “like” our Facebook page; shows profile pictures of people who “like” Hertsmere Academy of Dance on Facebook; and enables advert targeting. [Facebook’s Cookie Policy](#)
- Cookie Law Info [Privacy Policy](#) Provides the Cookie Acceptance Bar software which links to this Policy and remembers if a visitor has accepted our Privacy & Cookie Policy.
- YouTube YouTube is part of Google [Privacy Policy](#) Provides the ability to embed videos for our visitors to watch.
- Pinterest [Privacy Policy](#) Provides a plugin for visitors to view our “pins” (posts) and links to our account on Pinterest

### **Links to Other Websites**

This Website may, from time to time, provide links to other websites. Hertsmere Academy of Dance has no control over such websites and is in no way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

## **How can you site withdraw your consent?**

If you don’t want us to process your data anymore, please contact us at [cj.danze@hotmail.co.uk](mailto:cj.danze@hotmail.co.uk) or call us on 02082073980 for our mailing address.

### **Your Rights and Accessing Your Own Data**

You have the right to ask for a copy of any of your personal Data held by Hertsmere Academy of Dance/Wix.com (where such data is held) on payment of a small fee which will not exceed £10 (the statutory maximum).

## **Security**

- Data security is of great importance to Hertsmere Academy of Dance and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.
- You acknowledge it is impossible to construct “perfect internet security”. This Website does not use encryption (such as SSL), however, we have other security measures in place and many of our third-party providers, such as our email service providers, use encryption.
- When using the enquiry box, you should do so in accordance with the following rules:
- Provide only necessary data you are happy to give.
- It is advised that submissions are made using the English language as we may be unable to respond to enquiries submitted in any other languages;
- You must not use obscene, vulgar language or submit Content that is unlawful or otherwise objectionable. This includes, but is not limited to, Content that is abusive, threatening, harassing, defamatory, ageist, sexist or racist or intended to promote or incite violence.
- You must not submit advertisements or promote Your business, products or services
- It is advised that submissions referring to or containing material, including but not limited to text, quotes, images, designs, which does not belong to You or is not Your intellectual property must be accompanied by a sufficient acknowledgement of the intellectual property owner;
- You must not impersonate other people, particularly employees and representatives of Hertsmere Academy of Dance or Our affiliates; and
- The means by which You identify Yourself must not violate these Terms and Conditions or any applicable laws;
- You must not use Our System for unauthorised mass-communication such as “spam”, “phishing” or “junk mail”.
- You acknowledge that Hertsmere Academy of Dance reserves the right to modify, monitor, moderate, unapprove, remove or delete any and all communications made to us or using Our System.
- You acknowledge that Hertsmere Academy of Dance may retain copies of any and all communications made to us or using Our System.

## **Privacy Policy Updates**

Hertsmere Academy of Dance & Performing Arts reserve the right to modify this privacy policy at any time we deem necessary as may be required by law, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.

## **Questions and your contact information**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [cj.danze@hotmail.co.uk](mailto:cj.danze@hotmail.co.uk) or call us on 02082073980 to discuss any information.

Definitions and Interpretation:

In this Policy the following terms shall have the following meanings:

**“Data”** means collectively all information that you submit to Hertsmere Academy of Dance & Performing Arts via the Website. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998 (UK) and the European Union General Data Protection Regulation (EU GDPR);

**“Service/Services”** means in-person services provided by Hertsmere Academy of Dance & Performing Arts, such as dance tuition, classes, Workshops, examinations, performances; digital services provided via this Website, such as articles, information, communication facilities and management of any additional services.

**“UK and EU Cookie Law”** means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 – [Documentation](#);

**“User/Visitor/You/Your/Pupil/Student”** means any third party that accesses the Website and is not employed by Hertsmere Academy of Dance & Performing Arts and acting in the course of their employment;

**“Website/Site”** means the website that you are currently using (Inspiringherts.com) and any sub-domains of this Site unless expressly excluded by their own terms and conditions.