Motion Dance Academy
GDPR & Privacy Policy

General Data Protection Regulation (UK GDPR) and Data Protection Act 2018

Policy owner: Mollie Kilpatrick, Founder & Director
Organisation: Motion Dance Academy
Effective date: November 2026
Next review date: November 2027

1. Introduction

At Motion Dance Academy, we take the privacy and security of our students, parents, guardians, staff and visitors seriously.

We are committed to protecting personal information and ensuring that it is collected, stored and used responsibly, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable data protection legislation.

This policy explains what information we collect, why we collect it, how we use it, who we may share it with and the rights individuals have regarding their personal information.

Motion Dance Academy is responsible for deciding how and why personal information is processed. For data protection purposes, we act as the Data Controller.

2. What information do we collect?

We may collect and hold the following information:

Parents and guardians:

- Full names.
- Home addresses.
- Email addresses.
- Contact telephone numbers.
- Emergency contact details.
- Payment and billing information.
- Relevant communication and correspondence.

Students:

- Full names.
- Dates of birth.
- Home addresses.
- Parent or guardian details.
- Class registrations and attendance records.
- Examination results and dance achievements.

- Competition and performance information.
- Medical information, allergies and relevant health conditions.
- Additional needs or information shared with us to help support a student's participation.
- Safeguarding and welfare information where necessary.

Staff and contractors:

- Contact and identification details.
- Relevant employment or contractual information.
- Qualifications and training records.
- Safeguarding and DBS information where applicable.
- Payment and invoicing information.

Enquiries and prospective students:

We also collect information from individuals who contact us about classes, workshops, events or joining our waiting lists.

This may include names, contact details, age information and details of the enquiry.

3. Why do we collect and use personal information?

We only collect information that is reasonably necessary to operate Motion Dance Academy safely and effectively.

Personal information is used for the following purposes:

- Managing student registrations and class bookings.
- Maintaining attendance registers.
- Communicating with parents, guardians and students.
- Sending newsletters, school updates and important announcements.
- Managing payments, memberships, invoices and outstanding balances.
- Organising examinations and entering students into competitions.
- Arranging performances, shows, workshops and events.
- Managing safeguarding, welfare, medical and emergency situations.
- Supporting students with additional needs.
- Managing staff, contractors and freelance teachers.
- Responding to enquiries and managing waiting lists.
- Meeting our legal, insurance and regulatory responsibilities.
- Promoting Motion Dance Academy, where appropriate permissions have been obtained.

4. Our lawful basis for processing information

Under UK GDPR, organisations must have a lawful reason for collecting and using personal information.

Motion Dance Academy relies on the following lawful bases, depending on the purpose:

Contractual necessity: To manage class registrations, bookings, memberships, payments and the services we provide.

Legal obligation: To comply with relevant legal, financial, safeguarding and regulatory requirements.

Legitimate interests: To manage and operate the dance school, communicate important school information, maintain appropriate records and protect the interests of our students and business, provided these interests do not override individual rights.

Consent: Where required, including certain uses of photographs, videos and direct electronic marketing.

Vital interests: Where information needs to be used or shared to protect someone's life or deal with an emergency.

Where we collect medical information or other special category personal data, we will also ensure that an appropriate additional condition for processing applies.

5. How do we store and protect your information?

We take appropriate technical and organisational measures to protect personal information against unauthorised access, accidental loss, misuse, alteration or disclosure.

Our security measures include:

- Using password-protected digital systems.
- Restricting access to personal information to authorised individuals who need it for their role.
- Ensuring staff understand their responsibilities regarding confidentiality.
- Using secure online registration and payment systems.
- Keeping digital records appropriately protected.
- Securely disposing of information when it is no longer required.
- Taking appropriate steps to investigate and manage any suspected data breaches.

Most student and parent information is managed digitally. Where paper records are required, for example during performances or emergency situations, they will be kept securely and disposed of appropriately once no longer needed.

We do not allow staff to access or share personal information for purposes unrelated to their responsibilities at Motion Dance Academy.

6. Who do we share personal information with?

Motion Dance Academy does not sell personal information or share it with other parents, families or students for general purposes.

However, certain information may need to be shared with trusted organisations and individuals to enable us to operate the school.

These may include:

Booking and administration systems

We use digital platforms to manage student registrations, class bookings, attendance, communication and administration. These may include ClassForKids, Studio Pro or other systems used by the school.

Payment providers

We use secure payment providers, including GoCardless where applicable, to process payments and manage memberships and invoices.

Email and communication providers

We may use services such as MailerLite to distribute newsletters, announcements and other school communications.

Examination and competition organisations

Student information may be shared with relevant examination boards, awarding organisations and competition organisers to register students, arrange examinations and facilitate participation.

This may include names, dates of birth, examination details, photographs or other information required by the relevant organisation.

Performance venues and chaperones

Where students participate in external performances, rehearsals or events, relevant information may be shared with authorised chaperones, event organisers or venue representatives.

This may include student names, emergency contact details, medical information and other information necessary to safeguard students.

Professional and regulatory organisations

Information may occasionally be shared with insurers, accountants, legal advisers, safeguarding authorities, emergency services or other relevant organisations where necessary or legally required.

Where third parties process personal information on our behalf, we take appropriate steps to ensure suitable data protection arrangements are in place.

We do not permit third parties to use student or parent information for their own unrelated marketing purposes.

7. Photographs and video recordings

At Motion Dance Academy, photographs and videos are an important part of celebrating student achievements, documenting performances and promoting the school.

With appropriate permission, we may take photographs or video recordings during classes, rehearsals, competitions, workshops and performances.

These may be used for:

- The Motion Dance Academy website.
- Social media platforms.
- School newsletters and marketing materials.
- Internal school communications.
- Promotional materials and advertising.
- Records of performances and school events.

Where consent is the appropriate lawful basis, we will obtain permission from a parent or guardian for children under 18, or directly from the individual where appropriate.

We will respect any restrictions placed on the use of a student's image.

We aim to avoid publishing students' full names alongside photographs or videos on our website and social media channels.

Photographs and recordings will be stored securely and only retained for as long as they are required for the purposes for which they were collected.

Parents and guardians can withdraw consent for future uses of photographs and videos at any time. This will not affect processing that has already lawfully taken place.

8. Medical, additional needs and safeguarding information

The safety and wellbeing of our students is extremely important.

We may collect medical information, allergies, injuries, additional needs and other relevant information to ensure that students can participate safely in classes, rehearsals, competitions and performances.

This information may be shared with authorised teachers, safeguarding personnel, first aiders or chaperones where necessary to protect a student's welfare.

Safeguarding information will only be shared with appropriate individuals or organisations where there is a legitimate safeguarding reason or legal requirement.

We treat this information with additional care and restrict access to those who need it for their role.

Information may be shared with relevant safeguarding authorities or emergency services where necessary to protect a child or another individual.

9. Communication and marketing

We use parent and guardian contact details to send important information about Motion Dance Academy.

This may include:

- Class timetables and changes.
- Term dates and holiday information.
- Payment and membership reminders.
- Examination and competition information.
- Performance and event details.
- Important school announcements.
- General newsletters and updates.

Essential operational communications are necessary to deliver the services provided by the school.

We may also send promotional communications about additional classes, workshops, camps, events and other Motion opportunities.

Where required, we will obtain appropriate permission to send direct electronic marketing.

Individuals can unsubscribe from marketing emails at any time using the unsubscribe link provided or by contacting the school.

Unsubscribing from marketing communications will not prevent us from sending essential information relating to an existing registration or booking.

10. How long do we keep personal information?

Motion Dance Academy retains personal information only for as long as it is reasonably necessary for the purpose for which it was collected.

Different types of information may need to be retained for different periods, depending on legal requirements, safeguarding responsibilities, financial obligations and the ongoing needs of the school.

When deciding how long to retain information, we consider:

- Whether the individual is still registered with Motion Dance Academy.
- Whether the information is required for ongoing administration or communication.
- Any legal, financial, insurance or regulatory requirements.
- Our safeguarding responsibilities and the need to maintain appropriate records.
- Whether the information is still necessary for the purpose for which it was collected.

Once personal information is no longer required, it will be securely deleted or destroyed.

We regularly review the information we hold to ensure that it remains relevant, necessary and appropriately protected.

11. Your data protection rights

Under UK GDPR, individuals have a number of rights regarding their personal information.

These include:

1. The right to be informed

You have the right to know what personal information we collect, why we collect it and how we use it. This policy explains our approach.

2. The right of access

You can request a copy of the personal information Motion Dance Academy holds about you or your child.

3. The right to rectification

You can ask us to correct inaccurate or incomplete personal information.

4. The right to erasure

You can request that we delete personal information where there is no longer a lawful reason for us to retain or use it.

There may be circumstances where we are legally required or otherwise entitled to retain certain information, for example financial or safeguarding records.

5. The right to restrict processing

You can request that we restrict the use of your personal information in certain circumstances.

Where processing is restricted, we may continue to store the information but will generally limit how we use it.

6. The right to data portability

In certain circumstances, you can request a copy of personal information you have provided to us in a commonly used electronic format, or ask for it to be transferred to another organisation where technically possible.

7. The right to object

You can object to certain types of processing, including processing based on legitimate interests.

You have an absolute right to object to the use of your personal information for direct marketing.

8. Rights relating to automated decision-making

You have rights in relation to decisions made solely through automated processing, including profiling, where those decisions have legal or similarly significant effects.

Motion Dance Academy does not currently make decisions of this nature about students, parents or staff.

Please note that these rights are subject to certain conditions and do not all apply in every circumstance.

12. Requests relating to personal information

If you wish to exercise any of your data protection rights, please contact:

Mollie Kilpatrick
Founder & Director
Motion Dance Academy

Requests can be made in writing through our usual school contact channels.

We will respond to valid requests within the applicable statutory timeframe, normally one calendar month.

We may need to verify the identity of the person making a request before releasing personal information.

Where a request relates to a child, we will consider the child's age, understanding, rights and best interests, as well as parental responsibility and any relevant safeguarding considerations.

There is normally no charge for making a request.

13. Information about children

As Motion Dance Academy works with children and young people, we take additional care when handling their personal information.

We generally collect information from parents or guardians when registering a child.

Parents and guardians are responsible for ensuring that the information provided to the school is accurate and kept up to date.

We recognise that children also have their own data protection rights. We will consider these rights appropriately when responding to requests involving children's information.

We will never knowingly use children's personal information in a way that is unnecessary or inappropriate.

14. Data breaches

If we become aware of a suspected or confirmed personal data breach, we will investigate the incident and take appropriate steps to minimise any potential harm.

Where required by law, we will notify the Information Commissioner's Office (ICO) within the applicable timeframe and inform affected individuals where there is a high risk to their rights and freedoms.

All staff and contractors are expected to report any suspected loss, accidental disclosure or unauthorised access to personal information to the Principal as soon as possible.

15. Complaints

If you have concerns about how Motion Dance Academy collects, stores or uses your personal information, please contact us in the first instance so that we have the opportunity to investigate and resolve your concerns.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

Website: https://ico.org.uk/

16. Changes to this policy

Motion Dance Academy may update this policy from time to time to reflect changes in legislation, technology, school procedures or the way we process personal information.

The latest version will be made available through our website and relevant school communication channels.

Parents, guardians, students, staff and other relevant individuals are encouraged to familiarise themselves with this policy.

Policy issued by:

Mollie Kilpatrick
Founder & Director
Motion Dance Academy

Effective date: November 2026

Policy review date: November 2027

Email: missmollie@motiondanceacademy.co.uk | Web: www.motiondanceacademy.co.uk | Phone: 07887932294