Motion Dance Academy
Website Privacy & Cookie Policy

Website: www.motiondanceacademy.co.uk

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

1. Introduction

Motion Dance Academy respects your privacy and is committed to protecting your personal information when you visit our website, contact us, enquire about classes or purchase products and services.

This Website Privacy & Cookie Policy explains what information we collect, how we use it, how it is stored, who we may share it with and how cookies are used on our website.

We process personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR).

For data protection purposes, Motion Dance Academy acts as the Data Controller.

This policy applies to visitors of our website, prospective students, parents, guardians, customers and anyone who contacts us through our online platforms.

2. Information we collect

We may collect and process personal information when you visit our website, complete an enquiry form, register your interest, make a purchase or contact us.

The information we collect may include:

Personal information:

- Full name.
- Email address.
- Telephone number.
- Home or billing address.
- Information about your enquiry.
- Information provided through website contact forms.
- Details of products or services purchased.
- Communication and correspondence with Motion Dance Academy.

Account and registration information:

Where you create an account or register for classes through our website or connected booking systems, we may collect login details, account information and relevant registration details.

Payment information:

Where you make a purchase or payment through our website, payment information may be collected and processed by the relevant payment provider.

We do not intend to store full payment card details ourselves. Payment information is handled through the relevant payment processing services.

Technical and website information:

When you visit our website, certain technical information may be collected automatically, including:

- Internet Protocol (IP) address.
- Browser type and version.
- Device and operating system information.
- Website pages visited.
- Date and time of visits.
- Time spent on individual pages.
- Website navigation and interaction information.
- Referring websites and general browsing activity.

Some of this information is collected through cookies and similar technologies, depending on your cookie preferences.

3. How we use your information

We collect and use personal information for the following purposes:

- To operate, maintain and improve our website.
- To respond to enquiries and requests for information.
- To provide information about classes, workshops, camps and events.
- To manage online registrations and bookings.
- To process purchases and payments.
- To provide customer service and technical support.
- To communicate important information about our services.
- To send newsletters and promotional information where permitted.
- To understand how visitors use our website and improve the user experience.
- To monitor website performance and identify technical issues.
- To prevent fraud, protect our website and maintain security.
- To comply with legal and regulatory obligations.

We will only use personal information where we have an appropriate lawful basis for doing so.

4. Our lawful basis for processing information

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

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

Consent: Where you have given permission for us to use your information for a particular purpose, such as optional marketing communications or non-essential cookies.

Contractual necessity: Where processing is necessary to provide a service you have requested, manage a booking or complete a purchase.

Legitimate interests: Where processing is necessary for the effective operation, security and improvement of our website and business, provided your rights and interests do not override ours.

Legal obligation: Where we need to process information to comply with applicable laws and regulations.

You can withdraw consent at any time where consent is the lawful basis for processing.

5. Website hosting and third-party services

Our website is hosted on the Wix.com platform.

Wix provides the online platform that allows us to operate our website, display information about our services, receive enquiries and offer products and services.

Information submitted through our website may be processed and stored by Wix and its associated services.

Wix uses security measures designed to protect information stored on its systems, including secure servers and other technical safeguards.

We may also use third-party providers to support our website and business operations, including:

Wix: Website hosting, website functionality and online services.

Payment providers: To securely process online purchases and payments.

Booking and registration providers: To manage class enquiries, registrations and bookings.

Email marketing providers: To manage mailing lists and distribute newsletters and promotional communications.

Website analytics providers: Where enabled, to help us understand website traffic and visitor behaviour.

These providers may process personal information on our behalf or, depending on their role, act as separate data controllers.

We take reasonable steps to ensure that appropriate data protection arrangements are in place with relevant providers.

We do not sell your personal information to third parties.

6. Payment security

Where payments are made through our website, transactions are processed through the relevant payment provider.

Payment providers use appropriate security measures to protect payment information.

Where applicable, payment processing services operate in accordance with the Payment Card Industry Data Security Standard (PCI DSS).

Motion Dance Academy does not intend to store full payment card details directly.

7. How we communicate with you

We may use the contact details you provide to respond to enquiries, confirm purchases, provide booking information, resolve issues and send important service-related communications.

Where permitted, we may also contact you about:

- New classes and opportunities.
- Workshops and holiday camps.
- Performances and events.
- Special offers and promotions.
- General Motion Dance Academy news and updates.

We will obtain consent or rely on another lawful basis where permitted by applicable electronic marketing rules.

You can unsubscribe from promotional emails at any time using the unsubscribe link provided in the email or by contacting us directly.

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

8. Cookies and similar technologies

Our website uses cookies and similar technologies to ensure that the website functions correctly, improve the visitor experience and, where permitted, understand how visitors interact with our website.

A cookie is a small text file stored on your device when you visit a website. Cookies help websites remember information about your visit and preferences.

Cookies may be placed by Motion Dance Academy or by third-party services used on our website.

We may use the following categories of cookies:

Essential cookies

These cookies are necessary for the website to function correctly.

They may be used to:

- Enable website navigation.
- Maintain website security.
- Support account and login functionality.
- Remember essential website preferences.
- Support shopping basket and checkout functionality, where applicable.

Essential cookies cannot generally be disabled through our cookie settings because the website may not function properly without them.

Functional cookies

These cookies help the website remember choices and preferences to provide a more personalised experience.

For example, they may remember certain website settings or preferences.

Analytics and performance cookies

Where enabled and with the appropriate consent, these cookies help us understand how visitors use our website.

They may collect information about:

- Which pages are visited.
- How visitors navigate the website.
- How long visitors spend on different pages.
- Website performance and technical issues.
- General visitor trends and interactions.

This information helps us improve our website and make it more useful for visitors.

Marketing and advertising cookies

Where used and with the appropriate consent, these cookies may help measure advertising effectiveness, understand interactions with promotional content or support relevant advertising.

They may be placed by third-party advertising or social media services.

We will not use non-essential cookies that require consent until the appropriate consent has been provided.

9. Managing your cookie preferences

When you first visit our website, you may be presented with a cookie banner allowing you to manage your cookie preferences.

You can choose to accept or reject non-essential cookies, or manage your preferences where these options are available.

You can also manage or delete cookies through your internet browser settings.

Please be aware that disabling certain cookies may affect how parts of our website function.

If you wish to change your cookie preferences after your initial visit, you can use the cookie settings or preference management facility provided on our website, where available.

For further information about cookies and how to manage them, visit:

https://www.aboutcookies.org/

10. How 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.

Information collected through our website may be stored by Wix or other relevant service providers.

We use appropriate security measures to protect our own accounts and access to information, including password protection and restricted access where appropriate.

Only authorised individuals should have access to personal information where it is necessary for their responsibilities.

Although we take reasonable steps to protect information, no online transmission or electronic storage system can be guaranteed to be completely secure.

11. How long we keep your 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, financial obligations and the ongoing needs of the business.

When deciding how long to retain information, we consider:

- Whether the information is still required to respond to an enquiry.
- Whether it relates to an ongoing booking, purchase or service.
- Any legal, financial or regulatory requirements.
- 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.

12. Sharing and transferring personal information

We do not sell or rent personal information to third parties.

We may share information with trusted service providers where necessary to operate our website and provide our services.

This may include website hosting providers, payment processors, booking platforms, email marketing providers and analytics services.

Some providers may process or store information outside the United Kingdom.

Where personal information is transferred internationally, we will take appropriate steps to ensure that the transfer complies with applicable UK data protection legislation.

We may also disclose information where required by law or where necessary to protect the rights, safety or security of Motion Dance Academy or other individuals.

13. Your data protection rights

Under UK GDPR, you have a number of rights regarding your personal information.

These include:

1. The right to be informed

You have the right to understand how your personal information is collected and used.

2. The right of access

You can request a copy of the personal information we hold about you.

3. The right to rectification

You can ask us to correct inaccurate or incomplete information.

4. The right to erasure

You can request the deletion of your personal information where there is no longer a lawful reason for us to retain it.

5. The right to restrict processing

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

6. The right to data portability

In certain circumstances, you can request a copy of information you have provided to us in a commonly used electronic format.

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 certain decisions made solely through automated processing, including profiling, where those decisions have legal or similarly significant effects.

These rights are subject to certain conditions and may not apply in every circumstance.

14. How to contact us

If you would like to access, correct, update or request the deletion of personal information we hold about you, or if you have any questions about this policy, please contact us.

Motion Dance Academy

Contact: Mollie Kilpatrick, Founder & Director

Email: info@motiondanceacademy.co.uk

Postal address:

8 Fydell Court
St Neots
PE19 1UJ

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

15. Complaints

If you have concerns about how we collect, store or use your personal information, please contact us in the first instance.

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

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

16. Changes to this policy

We reserve the right to update this Website Privacy & Cookie Policy from time to time to reflect changes in legislation, website functionality, technology or our business practices.

Any changes will be published on this page, together with an updated effective date.

We encourage visitors to review this policy periodically to remain informed about how we protect their information.

Policy issued by:

Mollie Kilpatrick
Founder & Director
Motion Dance Academy

Effective date: November 2026

Policy review date: November 2027