



DATA PRIVACY POLICY

At Astrid Academy of Movement we will at times be required to collect data from our members and as such are classified as a “Data Controller”. Your data is an important thing and we wanted to make sure you understood why we do this, what happens to it and how it is stored by providing you with our Privacy Policy.

For the purposes of the General Data Protection Regulation (‘GDPR’), Astrid Academy of Movement will be the ‘controller’ of the personal data you provide to us.

Please read the following information very carefully in order to understand our practices in relation to our treatment of your personal data. If you have any questions please email us at info@iamastrid.co.uk

Data Privacy Principles

- All personal data will be processed lawfully, fairly and in a transparent manner;
- Personal data will only be collected for the specified, purposes outlined within “How will we use the information we hold about you” and will not be further processed in a manner that is incompatible with those purposes.
- Personal data that we collect will be adequate, relevant and limited to what is necessary in relation to the purposes for which those data are processed. The information we collect is outlined in the section below “What information do we collect about you”.
- We will take all reasonable steps to ensure that personal data is accurate and, where necessary, kept up to date.
- Personal data will be kept in a form that permits identification for no longer than is necessary for the purposes for which the personal data has been collected for processing
- We will hold and process personal data in a manner that ensures appropriate security. We outline this in the “how do we store personal data” section of this policy.

What information do we collect about you?

This policy applies to personal information collected via the website or class registration/image consent forms.

Only children over the age of 13 are legally able to provide consent, children under this age must have consent provided by their legal guardian

When relying on consent, we make sure that the child understands what they are consenting to, and we do not exploit any imbalance in power in the relationship between us.

When relying on 'necessary for the performance of a contract', we consider the child's competence to understand what they are agreeing to, and to enter into a contract.

When relying upon 'legitimate interests', we take responsibility for identifying the risks and consequences of the processing, and put age appropriate safeguards in place.

Sensitive Personal Data

In the course of providing our services to you, we may collect information that may reveal your/your child's physical or mental health. Such information is considered 'sensitive personal data' and we will only collect this where it is entirely necessary, or you have deliberately made it public. We collect this data to ensure we are aware of any medical/health issues that may impact on your/your child's ability to safely take part in the classes and to tailor activities where appropriate. If you do not allow us to process any sensitive personal data, this may mean that we are unable to provide some or all of the services you have requested from us. You may at anytime inform us if you remove consent for us to process such personal data.

Personal Data

When you apply to take classes with Astrid Academy of Movement, we'll ask you for some personal information in order to ensure we can communicate with you regarding our service and ensure we have an emergency point of contact. If you are consenting on behalf of child below the age of 13 we will collect your data to ensure we can evidence that consent has been provided.

Information we collect will include:

Personal information such as your name, address and date of birth of the class attendee in order to verify age and ability to contact someone in the event of a medical emergency

Contact information including your telephone number and email address.

How will we use the information we hold about you?

The data we collect will be used to set up your customer record and record membership status and payment status for our classes. This will enable us to comply with our legal and regulatory requirements, and look at ways we can continue to improve our products and services. We will not collect any personal data from you that we do not need.

We will not share your data with any third parties with the exception of the emergency services in the event of a medical emergency.

We will use your personal data to communicate with you about our classes, any changes to times, venues, associated costs, competitions and other services that we think may be of interest

Where possible we will communicate with you via email, however there may be times where speed requires us to contact you via phone i.e in the event of a medical emergency for a minor you have provided consent for.

We may use your information for marketing purposes, however we will only do this where you specifically ask us to do so. This might include using your data to identify products and services that may be of use to you provided for or on behalf of Astrid Academy of Movement.

How do we store personal data?

The measures we use to keep your personal data safe and secure include:

- Ensuring data is not transferred electronically without encryption and password protection
- Paper files are kept in locked, secure cabinets
- Data that is stored on Google Drive is Encrypted, password protected and limited to those members of staff that require access to it. G-Suite products including Google Drive are GDPR compliant and data is stored within the EU.
- All staff are required to have full DBS background checks

How long do we keep your personal data?

Astrid Academy of Movement will not retain your personal information for longer than is necessary for the practices described in this policy.

When you or the minor you have consented on behalf of cease to be a member all associated personal data used in the process and maintenance of your membership will be destroyed within 6 months.

Any personal data we use for marketing purposes including still images and film will be retained by us until you notify us that you no longer wish to receive/permit use of this information.

Any withdrawal of consent will result in the removal and destruction of all relating data within 72 hours of receipt of request