



## Privacy Notice

The Royal Academy of Dance, including Royal Academy of Dance Enterprises Ltd is committed to protecting and respecting your privacy.

This Privacy Notice explains:

1. how, when and why we collect personal information from people
2. how we use the information;
3. how long we keep it;
4. the conditions when we may share it with others
5. how we keep it secure and
6. your privacy rights and how the law protects you.

We only use personal information if we have a proper reason to do so and this includes if we share information outside of the Royal Academy of Dance.

### **How do we collect information from you?**

We obtain information about you when you

- email us your details
- speak to us on the telephone or in person

### **What type of information is collected from you?**

The personal information we collect may include your

- name
- address
- email address
- telephone number
- guests' names
- programmes of interest

### **How is your information used?**

We use your information to:

- plan the Open Days
- contact you with details on the activities of the day
- send you the photography consent form
- ask you to complete a questionnaire at the end of the Open Day
- establish the impact of an Open Day on student enrolment in the following intake

## What is the lawful basis for processing my information?

The lawful basis for processing your information in these circumstances is **explained below**

Your information	Circumstances	Lawful basis
<ul style="list-style-type: none"><li>• name</li><li>• address</li><li>• email address</li><li>• telephone number</li><li>• guests' names</li><li>• programmes of interest</li></ul>	<ul style="list-style-type: none"><li>• plan the Open Days</li><li>• contact you with details on the activities of the day</li><li>• send you the photography consent form</li><li>• ask you to complete a questionnaire at the end of the Open Day</li><li>• establish the impact of an Open Day on student enrolment in the following intake</li></ul>	Consent

Where the lawful basis for processing your information is stated as “consent” above you have the opportunity to withdraw your consent at any time.

## How long is your information kept?

We review how long we keep personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We hold your personal information on our systems for the duration of the current admissions cycle in order to establish the impact of our Open Days on student enrolment in the following intake. We will hold your questionnaire responses for the same duration in order to plan for the next set of Open Days and to use quotes in our marketing material.

## Who has access to your information?

We DO NOT sell or rent your information to other organisations.

We DO NOT buy or rent information from other organisations.

We may pass your information to third party service providers, agents, subcontractors or other associated organisations. This is only done when stated and for the purposes of completing tasks and providing services to you on our behalf. An example of this is to a mailing house to send you mailings e.g. publications like Dance Gazette.

When we do this, we disclose only the personal information that is necessary to deliver the service and we have an agreement in place that requires them to keep your information secure and not to use it for any other purpose.

Please be reassured that we will not release your information to other organisations unless in exceptional cases when we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime. In all other instances we would only share your information with another party, if you have given your explicit permission to do so.

## **Under 16**

We are particularly concerned to protect the privacy of children aged under 16 years of age. If you are under 16 please ask your parent or guardian's permission before you provide us with your personal information. Sometimes we may need to check your age, which might mean we need to contact your parent or guardian.

## **Third party Providers**

### Social Media

If you engage with the RAD on any of our social media channels you should know that we do not collect your personal information it remains within the platform that we are using and so you should familiarise yourself with their privacy notices and policies: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#). If you send us a direct message, your information still remains within the platform unless we ask you to provide us with your contact details to continue the conversation offline or privately, and you consent to do that.

### Ticketing & Registration

We use a third party provider – [Eventbrite](#) - for online ticketing and registration for events (including workshops, masterclasses, CPD and a range of free events or activities). The RAD only collects and stores your personal information in order to register and facilitate your attendance at the 'event' and to request feedback post-event. We will not use your personal information for marketing and communications purposes unless you have expressly opted in to receive ongoing marketing materials or have sign up for an e-newsletter. Please read Eventbrite's [privacy](#) policy.

## **Your choices and individual privacy rights**

You have a choice about whether or not you wish to receive information from us. If you give permission to receive communications about the work of the Royal Academy of Dance and our products, services and events, you can select your choices by ticking the relevant boxes on the form on which we collect your information.

We will not contact you for marketing purposes by post, email, or text message unless you have given your explicit permission. You can change your preferences, withdraw your consent, object or ask for processing to be restricted at any time by contacting us by email

at [info@rad.org.uk](mailto:info@rad.org.uk) or tel +44 (0) 207 326 8000 or writing to Royal Academy of Dance, 36 Battersea Square, London, SW11 3RA

### **How you can access and update your information**

The accuracy of your information is important to us. If your contact details change and need to be updated you may be able to update your own personal information online. If this is not relevant to you, or you would prefer to make contact with us you can update your personal details by emailing [faculty@rad.org.uk](mailto:faculty@rad.org.uk) or tel +44 (0) 207 326 8000 or writing to Royal Academy of Dance, 36 Battersea Square, London, SW11 3RA

You have the right to ask for a copy of the personal information Royal Academy of Dance holds about you. Please contact [dp@rad.org.uk](mailto:dp@rad.org.uk) or write to Royal Academy of Dance, 36 Battersea Square, London, SW11 3RA. We will respond to you as soon as possible and usually within one calendar month.

You also have the right to have your information erased, to object and to restrict processing. If you wish to do this please contact [dp@rad.org.uk](mailto:dp@rad.org.uk) or write to Royal Academy of Dance, 36 Battersea Square, London, SW11 3RA.

### **Security precautions in place to protect the loss, misuse or alteration of your information**

When you give us personal information, we take necessary steps to ensure that it's treated securely. The RAD's website is built in HTTPS. The principal motivation for HTTPS is authentication of the website and protection of the privacy and integrity of the information exchanged while in transit. So you can be assured that any personal information that requires extra security (such as credit or debit card details) is encrypted and protected using industry standard security measures, including the Secure Socket Layer (SSL) protocol. While we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, via email for example and you do so at your own risk.

Once we receive your information, we make all reasonable efforts to ensure its security on our systems. We work with third party developers and system hosts who meet international security standards including anonymisation scripts. Silverbear is working towards the Information Security Management Standard ISO 27001 you can read their privacy policy [here](#)

Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

### **Use of credit and card details**

Where you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). You can find more information about this standard [here](#). We do not store your card details for use in future transactions. We use

third party providers [Sagepay](#) and [Global Payments](#) to securely process and store financial information, we advise you to read their privacy policies.

### **Use of 'cookies'**

Many websites use 'cookies' which are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. We do not use cookies on our website, but we do use Google Analytics which monitors the traffic on our website and helps us to improve it by understanding how information is used and navigated. Information is collected anonymously and website trends are reported without identifying individuals. More information is available at [www.rad.org.uk/cookies](http://www.rad.org.uk/cookies).

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy notice applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

### **Transferring your information outside of Europe**

As part of the services offered to you through this website, the information which you provide to us may be transferred to Royal Academy of Dance offices in countries outside the European Union ("EU"). These countries may not have similar data protection laws to the UK. By submitting your personal data, you agree to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Notice.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

### **Questions**

Any questions regarding this Privacy Notice and our privacy practices should be sent by email to [privacy@rad.org.uk](mailto:privacy@rad.org.uk) or telephone +44 (0) 207326 8000.

### **Complaints**

If you have a complaint about our privacy practices and the way we have collected, used, retained or disposed of your information please contact [dp@rad.org.uk](mailto:dp@rad.org.uk) or telephone +44 (0) 207326 8000. Alternatively you can contact the Information Commissioner's Office to report a concern by calling their helpline on 0303 123 1113 (in the UK). Alternatively you can contact the equivalent national privacy authority in your country, if outside the UK.

**Privacy Notice review**

We review this Notice annually or as and when changes in legislation or internal procedures require it. This Notice is reviewed by the Information Management Committee, Executive Board and Board of Trustees.