

# Privacy Policy

Last updated: 25<sup>th</sup> May 2025.

This website is operated by Off Beat Dance for the purposes of exploring interest in future dance classes and services (referred to as “we”, “us”, or “our” throughout this policy). We are committed to protecting your personal data and respecting your privacy, in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## Who We Are

This website is operated by Off Beat Dance for the purpose of promoting potential future dance classes and gathering expressions of interest.

We are the data controller of any personal information collected through this website.

If you have any questions or wish to exercise your rights under data protection law, you can contact:

✉ [offbeatdance@outlook.com](mailto:offbeatdance@outlook.com)

🌐 [www.offbeatdance.co.uk](http://www.offbeatdance.co.uk)

## 2. What Personal Data We Collect

We may collect and process the following types of personal data:

- Full name
- Email address
- Phone number
- Booking and attendance history
- Payment information (processed securely via third-party platforms)
- Communication preferences (e.g. whether you’ve opted in to our newsletter)

We do not knowingly collect or process any children’s data.

## 3. How We Collect Your Data

We collect your data when you:

- Book a class via our website or booking system
- Sign up to our mailing list
- Contact us via email, website form or social media
- Attend one of our classes or events

## 4. How We Use Your Data

We only use your data where we have a lawful basis to do so. This may include:

- Fulfilling your class bookings and managing your attendance
- Communicating class updates, cancellations, or important changes

- Sending marketing emails, only if you have opted in
- Managing your customer account and preferences
- Meeting our legal or regulatory obligations

We do not use your data for profiling or automated decision-making.

## 5. Marketing & Communications

You will only receive marketing emails if you have explicitly opted in. You can unsubscribe at any time by clicking the link in our emails or by contacting us directly.

## 6. Data Sharing

We do not sell or share your personal information with third parties for marketing.

We may share your information with trusted service providers who help us run our business (e.g. booking platforms, email newsletter systems, and payment processors). These providers are contractually required to comply with data protection law and keep your data secure.

## 7. Data Storage & Security

We take appropriate measures to protect your personal data from loss, misuse, or unauthorised access. Your data is stored securely and only kept for as long as necessary.

## 8. Your Rights Under UK GDPR

You have the right to:

- Access the personal data we hold about you
- Correct or update any inaccurate data
- Request that we delete your personal data (subject to legal requirements)
- Object to or restrict the processing of your data in certain circumstances
- Withdraw your consent for marketing at any time

To exercise any of these rights, contact us at [offbeatdance@outlook.com](mailto:offbeatdance@outlook.com)

## 9. Cookies

Our website may use cookies or similar technologies to enhance your experience. You can manage or disable cookies in your browser settings. For more detail, see our separate [Cookie Policy] if applicable.

## 10. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will update the “last updated” date at the top of this page.

Please check back periodically to stay informed of any changes.