



North East Dance Project Data Policy

Last reviewed: 12/09/2026

North East Dance Project is committed to protecting and respecting your data. This Data Policy explains how we collect, use, store and protect your personal information when you use our website, participate in our activities, purchase tickets or services, or otherwise provide information to us.

We may update this policy from time to time by updating this page. Please check this page occasionally to ensure that you are aware of any changes.

What information do we collect?

We may collect and process the following information:

- Name and contact details, including email address and telephone number
- Information submitted through forms, surveys, registration forms or ticket purchases
- Information relating to participation in classes, workshops, events or other activities
- Medical or health information where this is necessary for the safety and welfare of participants
- Emergency contact information
- Communications sent to us via email, WhatsApp or social media
- Payment and transaction information when purchasing tickets or services
- Technical information, including IP address, browser type and device information
- Website usage data, such as page response times, length of visits, page interaction information and navigation paths
- Comments, feedback, reviews and recommendations
- Information provided to us in connection with an incident, accident or first-aid situation

Some information is provided directly by you, while other information may be collected automatically through website functionality, cookies and analytics tools.

How do we collect information?

We collect information when you:

- Complete forms on our website
- Complete online forms, including Google Forms
- Register for or participate in classes, workshops, events or other activities
- Purchase tickets or services
- Subscribe to newsletters or marketing communications
- Contact us through email, WhatsApp or social media
- Provide medical or health information relevant to safe participation
- Provide emergency contact information

- Report or are involved in an accident, injury or first-aid situation
- Use or browse our website through cookies and analytics tools

Why do we collect your information?

We collect personal information for the following purposes:

- To provide and operate our services
- To manage participation in classes, workshops, events and other activities
- To process bookings, ticket purchases and enquiries
- To provide customer support and respond to enquiries
- To help ensure the safety and welfare of participants
- To provide appropriate first aid and respond to accidents, injuries or emergencies
- To provide relevant health, medical and emergency contact information to authorised NEDP staff, teachers and other individuals leading sessions where necessary to support participant safety and welfare
- To communicate with participants, volunteers and other relevant individuals where necessary
- To send service updates or marketing communications where consent has been given
- To improve our website, services and user experience
- To monitor website performance and visitor statistics
- To maintain appropriate records of incidents and first-aid situations
- To comply with legal and regulatory obligations

Legal basis for processing data

Under UK data protection law, including the UK GDPR and Data Protection Act 2018, we process personal information using an appropriate lawful basis depending on the purpose of the processing.

These may include:

- Consent – where you have given clear consent for us to process your information for a specific purpose
- Performance of a contract – where processing is necessary to provide a service or fulfil an agreement with you
- Legitimate interests – where processing is necessary for our legitimate interests and those interests are not overridden by your rights and interests
- Legal obligations – where processing is necessary for us to comply with a legal or regulatory requirement

Where we process special category data, such as health or medical information, we will also ensure that an appropriate special category condition under UK GDPR applies.

Medical and First Aid Information

Where necessary for the safety and welfare of participants, we may collect and process relevant medical or health information, such as information about allergies, medical conditions, medication, injuries, disabilities or other information that may be relevant to safe participation, providing appropriate first aid or responding to an emergency.

We may also collect emergency contact information so that an appropriate person can be contacted where necessary in relation to a participant's safety, welfare or an emergency. We will only request and process medical information that is reasonably necessary for the safe participation and welfare of individuals.

Medical and health information is special category personal data under UK data protection law. Where we process such information, we will ensure that an appropriate lawful basis and special category condition under UK GDPR are relied upon. Depending on the circumstances, this may include explicit consent or processing that is necessary to protect an individual's vital interests in an emergency.

Access and sharing of medical information

Medical and emergency contact information will be treated as confidential.

Access to this information is currently restricted to Amy Becke. In the future, access may be provided to other authorised North East Dance Project staff where this is necessary for their role and responsibilities.

Relevant information may also be shared with teachers or other individuals leading North East Dance Project sessions where this is necessary to protect the health, safety and welfare of participants.

Only information that is reasonably necessary will be shared. For example, a session teacher may be provided with relevant information about a participant's medical condition, allergy, medication or emergency contact details where this is necessary to help keep the participant safe or respond appropriately to a health or safety situation.

Information will not be shared more widely than necessary.

In an emergency, information relevant to an individual's immediate safety may be shared with emergency services, healthcare professionals or other appropriate professionals. This may occur without obtaining consent first where necessary to protect the individual's vital interests or where otherwise permitted by UK data protection law.

How do we store, use and share your information?

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

Our website is hosted on the Wix.com platform. Wix.com provides the online platform that allows us to promote and sell our services.

Where personal information is collected through our website, it may be stored through Wix.com's data storage, databases and applications.

Medical and first-aid information may be provided through Google Forms, email or WhatsApp. Where such information is provided electronically, it may subsequently be stored within North East Dance Project's secure online records.

We currently manage access to this information ourselves. Where access is provided to authorised NEDP staff or teachers leading sessions, access will be limited to information that is reasonably necessary for their role and responsibilities.

We will take reasonable and appropriate steps to protect medical and other personal information from unauthorised access, loss, misuse, alteration or disclosure. This includes using appropriate account security, passwords and access controls for the online services and accounts in which the information is stored.

Where third-party services such as Google, Microsoft, WhatsApp or other online service providers are used to collect, transmit or store personal information, those providers may process information in accordance with their own privacy policies and terms.

We do not sell your personal information to third parties.

However, we may share personal information with trusted service providers where this is necessary to:

- Operate our website and services
- Process bookings and payments
- Provide technical or administrative support
- Analyse website performance
- Provide communications or other services on our behalf
- Comply with legal obligations
- Protect the safety and welfare of participants

We will only share information where there is an appropriate reason and lawful basis for doing so.

Payment information

When you purchase tickets or services, payment transactions may be processed through payment providers made available through our website or booking systems.

We do not intend to store full payment card details ourselves where payment processing is handled directly by an external payment provider.

Payment providers may collect and process payment information in accordance with their own privacy policies and applicable payment security requirements.

Cookies

The North East Dance Project website uses cookies and similar technologies to improve your experience and help us understand how visitors use the site.

Some cookies are necessary for the website to function. Where required, we will ask for your consent before placing non-essential cookies on your device.

The cookies and similar technologies we may use include:

- Google Analytics – used to understand website traffic and visitor behaviour
- Social media integrations, such as Facebook and Instagram
- Video embedding services, such as Vimeo and YouTube
- Wix website functionality cookies

You can choose to accept or decline non-essential cookies through our cookie banner where this option is provided.

For more information about how these services process personal information, please refer to the relevant provider's privacy information.

Marketing communications

Where we send marketing communications, we will do so in accordance with applicable data protection and electronic marketing laws.

Where consent is required, we will only send marketing communications where you have provided the appropriate consent.

You can withdraw your consent to marketing communications at any time by contacting us or using the unsubscribe option provided in the communication.

Links to other websites

Our website may contain links to external websites.

We are not responsible for the privacy practices, security or content of other websites. We encourage users to read the privacy policies of any external websites they visit.

How long do we keep your information?

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected.

Different types of information may be retained for different periods depending on the purpose for which it was collected and any legal, accounting, safeguarding, insurance or reporting requirements that apply.

Medical and first-aid information will be retained only for as long as reasonably necessary for participant safety, safeguarding, insurance, legal or incident-record purposes.

Emergency contact information will be retained only for as long as it is reasonably necessary to support participant safety and welfare, or where a longer retention period is required or justified by law or legitimate record-keeping requirements.

We will periodically review information held and take reasonable steps to securely delete or dispose of information that is no longer required.

Your rights

Under UK data protection law, you may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information in certain circumstances
- Withdraw consent where processing is based on consent
- Object to certain types of processing
- Request restriction of processing in certain circumstances
- Request the transfer of certain personal information to another organisation where the right to data portability applies
- Lodge a complaint with the Information Commissioner's Office (ICO)

These rights are subject to certain legal conditions and exemptions, so they may not apply in every circumstance.

If you wish to exercise any of these rights, please contact us using the details below.

Contact us

If you would like to access, correct, amend or request deletion of any personal information we hold about you, or if you have a question about how we handle your information, please contact:

northeastdanceproject@outlook.com

If you are unhappy with how we handle your personal information, you have the right to contact the Information Commissioner's Office (ICO).

Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, how we process personal information, legal requirements or other relevant developments.

The date at the top of this policy shows when it was last reviewed or updated.