



UNBOUND DANCE THEATRE CIC

PRIVACY POLICY

Unbound Dance Theatre is committed to safeguarding and preserving the privacy of visitors to, and users of, our digital products and services. This Privacy Policy explains what happens to any personal data that you provide to us, or that we collect from you whilst you use our products and services.

Unbound Dance Theatre may change this Privacy Policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This is effective as of 7th February 2024.

Who are we?

Unbound Dance Theatre is a data controller and so is responsible for your personal data. Unbound Dance Theatre is the trading name we use to describe the Community Interest Company registered in England and Wales (company registered number 15257888). Also referred to as 'Unbound', 'we', 'us' or 'our' in this policy.

How to contact us

If you have any questions about this policy, how we use your data or any requests to exercise, please contact us at:

Email Address: [info\[at\]unbounddancetheatre.com](mailto:info@unbounddancetheatre.com)

Telephone number: +44 7858 895742

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during our relationship with you.

Other people's websites

Our websites may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. We will not be liable to you for any issues arising in connection with use by those other websites and their owners of your information, the website content or the services offered to you by these websites. You should exercise caution and look at the privacy statement applicable to the website in question to understand how each supplier may process your information.



CONTROLLING YOUR PERSONAL INFORMATION

What information do we hold?

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

The information we hold about you will be any of the following types:

Contact information that you provide to us such as your name, address, telephone number and/or email address.

Where gathered, information for the services we provide you, for example the date and location of the workshop and/or performance attended.

Your contact details and details of the emails and other electronic communications you receive from us.

Non-identifiable information about your activity on our websites or social media accounts

Whenever you provide personal information to us, as and when it is used we will do so in accordance with all laws concerning the protection of personal information including the Data Protection Act 2018 and the UK General Data Protection Regulation (GDPR) which came into effect when the UK left the EU on 1st January 2021.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data).

The only exception to this is that we will make an anonymised, aggregated collection of some of these types of information which is only collected and used for the purposes of reporting such demographic information as our funding providers ask us to provide, but this is never done in a manner from which individuals can be identified.

Nor do we collect any information about criminal convictions and offences.

We might, on occasion, collect specific access needs requirements to support your access to our services, workshops or performances.

How do we use your information?

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

Where we need to perform the contract we are about to enter into or have entered into with you.

Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

Where we need to comply with a legal or regulatory obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data other than if we asked you if you wanted us to send you third-party direct marketing communications via email or text message or if we have expressly asked you if you are happy for us to use a photograph of you and/or your children. You have the right to withdraw consent to marketing and/or the use of a photograph of you and/or your children at any time by contacting us.



The types of use of your information which we believe to be necessary for our legitimate interests, without overriding your own rights and freedoms, are when we use your information to:

- Personalise your communications, for example by understanding which education programme you are interested in and your location;

- Help us ensure that our customers are genuine and to prevent fraud;

- Conduct market research;

- For statistical analysis;

- Help us understand more about you as a customer, the products and services you consume and the manner in which you consume them, so we can serve you better;

- Find ways to improve our services and websites;

- Contact you about our products and services;

- Provide for the safety and security of our colleagues and customers; and

- Help answer your questions and solve any issues you have.

Who do we share your data with?

In order to use your information in the ways we've described above we may have to share your personal data with:

- service providers (acting as our data processors under our instructions) who provide us with support for things like IT and system administration services;

- professional advisors (acting as our data processors under our instructions) based only in the United Kingdom including our accountants and insurers;

- HM Revenue & Customs, regulators and other authorities (acting as our data processors) based only in the United Kingdom who require reporting of processing activities in certain circumstances.

Keeping you informed

We would like to contact you from time to time with information that we think you might be interested in. This includes details of upcoming performances and workshops, as well as news and blogs. We may use the data we have about you and your interactions with us to form a view on what we think may be of interest to you. You will only receive marketing communications from us if you have requested information from us, been to see one of our shows or performances or purchased goods or services from us, in each case, you have indicated specifically that you are happy to receive that marketing.

Marketing communications from us will be done through email, online, using social media, or by other electronic means. We won't send you marketing messages if you tell us not to. You can ask us to stop sending you marketing messages by contacting us at any time.

How long do we keep your information?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate



retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Sharing your thoughts

When using our websites (www.unbounddancetheatre.com), you may be able to share information through social networks like Facebook, Instagram and Twitter. For example when you 'like', 'share' or review our services. When doing this your personal information may be visible to the providers of those social networks and their other users. Please remember it is your responsibility to set appropriate privacy settings on your social network accounts so you are comfortable with how your information is used and shared on them.

Security

When we collect and process personal information, and while we retain this information, we will protect it within commercially acceptable means to prevent loss and theft, as well as unauthorized access, disclosure, copying, use, or modification.

Although we will do our best to protect the personal information you provide to us, we advise that no method of electronic transmission or storage is 100% secure, and no one can guarantee absolute data security. We will comply with laws applicable to us in respect of any data breach.

YOUR LEGAL RIGHTS

As a 'data subject', you have rights under the UK GDPR.

Access and correction of your personal information

You have the right to access the personal information that we hold about you in many circumstances. This is sometimes called a 'Subject Access Request'. If we agree that we are obliged to provide personal information to you (or someone else on your behalf), we will provide it to you or them free of charge. Before providing personal information to you or another person on your behalf, we may ask for proof of identity and sufficient information about your interactions with us that we can locate your personal information. If any of the personal information we hold about you is inaccurate or out of date, you may ask us to correct it.

Right to object to or limit our processing of your data

You have the right to object to us processing your personal information if we are not entitled to use it anymore, to have your information deleted if we are keeping it too long or have its processing restricted in certain circumstances.

This policy is unique to Unbound Dance Theatre at the time of publishing and should be adapted and updated regularly to suit your own needs.



Right to request erasure

This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see above), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with the applicable law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request. If you would like to exercise any of your rights at any time, please contact us.

Changes to This Policy

We may change our privacy policy to reflect updates to our business processes, current acceptable practices, or legislative or regulatory changes. If we decide to change this privacy policy, we will post the changes here at the same link by which you are accessing this privacy policy.

If required by law, we will get your permission or give you the opportunity to opt in to or opt out of, as applicable, any new uses of your personal information.