



Privacy Policy

Introduction

Fundamentally Dance ("Fundamentally Dance", "we", "us") takes the privacy of our participants, workers, staff, and all associated parties seriously. This Privacy Policy outlines our approach to handling and protecting your personal information and your privacy rights.

Information Collection

- **Online Browsing:** Our website ("the Site") does not collect personal information about you just by browsing. However, we do gather non-identifiable information via cookies to improve user experience.
- **Event Bookings and Inquiries:** Personal information such as your name, email address, and contact details are collected when you book an event or make inquiries through our Site.
- **Social Media:** We use social media platforms including Meta (Facebook and Instagram), LinkedIn and YouTube. Interaction on these platforms may be monitored for quality and engagement purposes, but we do not systematically collect personal data through these channels, except where users opt-in or provide feedback.
- **Email Communications:** When you send us information via email, including registration forms for events, auditions, performances or intensives, we collect the information provided, which is stored securely in accordance with this policy.

Data Processing

Legal Framework: We comply with the Privacy Acts and use the UK's robust legal frameworks around Privacy and GDPR as our own foundation, responding where necessary to the needs and requirements of the territories we are working in. Our data handling practices are designed to ensure we meet statutory requirements.

Use of Data: Your data is used to manage your participation in events, send updates, process inquiries, and improve our services. We may also use your information for marketing purposes with your explicit consent.

Data Retention: We retain personal information only for as long as necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Security

We implement robust security measures to protect your personal information from unauthorised access, alteration, disclosure, or destruction. These include physical security measures and electronic network safeguards.

Accessing Your Information

Right to Access: You may request access to your personal information that we hold. Fundamentally Dance will provide you with a copy of the requested information within a reasonable timeframe, subject to any legal restrictions.

Correction: If you believe that any information we hold on you is incorrect or incomplete, you may contact us to have the information corrected.

Updates to This Policy

This Privacy Policy may be updated periodically to reflect changes in our practices or legal obligations. We encourage you to review this policy regularly for any changes.

Contacting Us

If you have any questions about this Privacy Policy or if you wish to make a request regarding your personal data, please contact us at:

ops@fundamentallydance.com

This Privacy Policy will be updated in accordance with updates to the Privacy Act 1988 and APPs.

Key Considerations for Data Management in International and European Territories

Internationally there will be a focus on obtaining consent for collection, ensuring data use is for legitimate purposes, and maintaining data quality and security.

International Data Transfer: If data is transferred overseas, ensure compliance with APP 8 which outlines steps to protect the information.

Data Breach Notification: Compliance with the relevant data breach schemes in any international territory is crucial and Fundamentally Dance leaders are aware of this. Data Breach situations require organisations to notify individuals affected and the necessary Information Commissioner officers if applicable in territories affected about significant breaches that are likely to result in serious harm.

Use of Your Mobile Number for Communications

When you provide us with your mobile number, we may use it to contact you via SMS or WhatsApp for the following purposes:

- To provide service updates related to your booking or purchase (e.g. event reminders, schedule changes, or customer service enquiries).
- To send you marketing and promotional messages about our events, productions, and offers, where you have given explicit consent.

You can opt out of marketing messages at any time by following the unsubscribe instructions in the message (e.g. replying STOP) or by contacting us directly at ops@fundamentallydance.com. Service messages essential to fulfilling your booking will still be sent where necessary.