

RLDA GDPR AND MEDIA POLICY

ROMY LOUISA DANCE ACADEMY GDPR AND MEDIA POLICY

Last reviewed: 5/9/2026

Next review due: 5/9/2027

Data Protection Officer: Romy Hodges

1. Introduction

Romy Louisa Dance Academy (RLDA) is committed to protecting the personal data of all students and families. We ensure that information is collected, stored, and used in accordance with UK GDPR, the Data Protection Act 2018, and safeguarding legislation. This policy explains how we collect, use, store, and share personal data, and outlines our procedures for photography, video, and social media.

2. Media, Photography & Social Media Policy

2.1 Consent

When a student joins RLDA, parents/guardians must complete the registration contract, which includes a separate photography, video, and social media consent form.

- All customers must complete this form.
- Any changes to consent must be submitted in writing to Romy Hodges.
- Parents/guardians may request removal of images at any time.
- Images used on the website may require up to 6 months' notice for removal.

2.2 Use of Images

We use photographs and videos for:

- Teaching and feedback
- Printed and online publicity
- Social media

We will not name or tag any child unless permission is granted at the time of publication.

2.3 Rights Granted by Consent

By granting consent, parents/guardians give RLDA full rights to use images or video for publicity, and promotional purposes. This includes printed materials, online content, social media, and press releases.

2.4 Staff Requirements

Staff must:

- Not accept friend requests from current pupils or ex-pupils under 16
- Notify parents/guardians if a child attempts to connect online
- Ensure all communication through media platforms goes through Romy Hodges
- Not discuss school matters, pupils, or staff online
- Not post photos of school events
- Use strict privacy settings
- Maintain professional conduct online
- Avoid making statements outside their role or expertise
- Be respectful and accurate when representing RLDA online

2.5 Parent/Guardian Requirements

Parents/guardians must:

- Not post photos or videos containing other RLDA pupils
- Raise concerns directly with RLDA rather than posting on social media
- Avoid posting malicious or harmful comments about RLDA or its staff

Enforcement

If parents/guardians breach the policy:

- RLDA will request removal of the content
- Continued breaches may result in cameras/phones being banned at events
- Malicious comments may require a meeting with RLDA
- Offensive or harmful content may be reported to social media platforms, the local authority, or the police
- Threatening, abusive, racist, sexist, or hate-related comments may be treated as online harassment

RLDA GDPR AND MEDIA POLICY

3. GDPR & Privacy Policy

3.1 What Personal Data We Collect

We collect personal data to provide safe, tailored dance tuition.

Child Data

- Name, date of birth, address
- Health and medical needs
- Development needs and SEND information
- Child protection plans or health care plans (where applicable)

Parent/Guardian Data

- Name, address, phone numbers, email
- Emergency contacts
- Family details
- Court orders or parental responsibility information

This information is collected directly from you via the registration contract.

3.2 Why We Collect Data

We use personal data to:

- Contact you in emergencies
- Support your child's wellbeing and development
- Manage medical or SEND needs
- Assess progress and identify concerns
- Maintain communication with families
- Send invoices and manage accounts
- Enter students for examinations
- Meet performance licensing requirements
- Provide updates on classes, events, and opportunities

With consent, we may:

- Record examination results
- Photograph or film classes for feedback, marketing, or social media

We have a legal obligation to process safeguarding-related data where concerns arise.

3.3 Who We Share Data With

We may share data with:

- Teaching and administrative staff
- Exam boards (RAD, ISTD)
- Local Authority performance licensing teams
- Competition organisers
- Event management teams

We may also share data:

- If legally required
- To enforce contractual terms
- To protect a child's safety (police or social care)
- To protect RLDA's rights or property
- With a prospective buyer if ownership transfers

We never share data with third parties for marketing.

3.4 How We Protect Your Data

We protect personal data by:

- Using password-protected devices
- Using secure UK-based cloud servers (Membermeister)
- Training staff to handle sensitive data responsibly

3.5 Data Retention

- Examination and achievement records: kept indefinitely
- Personal data: kept for one year after leaving
- Medication, safeguarding, accident records: kept in line with legal requirements
- Invoices: kept for 7 years (UK tax law)
- Safeguarding records may be kept longer if legally required

RLDA GDPR AND MEDIA POLICY

3.6 Your Rights

You have the right to:

- Access, amend, or correct your data
- Request deletion or restriction of processing
- Request data portability
- Raise concerns with RLDA's Data Protection Officer
- Complain to the ICO if concerns remain unresolved

ICO contact:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Website: ico.org.uk

4. Locations Covered by This Policy

This policy applies to all RLDA locations:

- John Hampden Primary School
- Lord Williams Lower School
- Chinnor Pavilion