



Dance Network Association (DNA) is a dance charity that enables people to live more connected, joyful and aspirational lives through dance. Having built inclusive dance communities across Greater Essex and outer London Boroughs over the past 9 years, DNA has provided access to excellent quality dance for people of all ages and abilities in a wide range of settings. We bring together 30,000 people each year and aim to increase our participants' physical and mental health and wellbeing by supporting joy and connection through dancing.

This privacy policy covers a three-year period from 2023-2026 and will be reviewed and revised annually by the Board. The policy will be communicated to our team verbally and in our regular team update emails. When working with new partners, we will also share our privacy policy with them. The CEO will report on this policy at each board meeting for trustees.

Context

Your privacy is important to you and DNA, and we make every effort to ensure that the information you share with us is recorded accurately, retained securely and used only according to your wishes.

We protect your personal information and adhere to all current data protection act legislation with respect to protecting privacy and holding your data securely. We do not give out, sell or trade our mailing list data with external organisations. We comply with the Data Protection Act 2018, the Privacy and Electronic Communications Regulations (PECR, 2003) and the new General Data Protection Regulations (GDPR, 2018).

As a part of all projects, DNA will be evaluating the impact of our work on participants. All information obtained from observations, questionnaires and interviews will be kept strictly anonymous.

Our Data Protection Officer is:

Gemma Wright

Email: gemma@dancenetworkassociation.org.uk

We take information when you directly:

- book courses, classes or workshops
- speak to us in a direct conversation in person, via telephone communication or email
- join as a mailing list subscriber via our website
- opt in to join our mailing list via any form that you complete and receive our e-news

- we might also collect your data if you complete a survey or feedback form. this could be as a participant, audience member or in the collation of community market research.

Personal information we collect may include:

- your full name and title
- your date of birth
- your postal address
- postcode
- email address
- phone number
- work contact details
- medical information including an emergency contact
- depending on the project or programme we may also ask about gender, ethnicity, social and economic status, age, sexual orientation and how physically active you might be. but here we will make it transparent how these personal details will further be used.

How do we use your data:

Depending on your relationship with the organisation, when you provide or we ask you to provide personal information we will let you know why we are asking, and how we will use your data. If you are filling out a document, it will be described again on there for what purpose. We will also ask you to take note of our Privacy Policy (this document) which will be held on the website.

If you have signed up for our classes, your personal data will be used in the following ways:

- your name, health information, emergency contact details – will be kept on our class registers which will only be accessible to those contracted to work for DNA in the interest of keeping you safe. in the event of an emergency, we will phone your contact.
- your phone number – will be used to remind you about class or to notify you if a class is cancelled.
- your email address – will only be used to send you weekly class reminders, class dates and relevant information and to notify you if a class is cancelled. if you opted to join our mailing list you will also receive our eNews once a month.
- your ethnicity, disability and information regarding your physical activity - will be used anonymously for evaluation purposes and reporting class statistics to our funders to keep our programmes running.

We will never directly ask for your credit or debit card details. If you are booking a programme with us online, please visit our partner's websites to see how they process your information. We generally use our website (stored by WIX) or Eventbrite for all bookings and other organisations such as the Civic Theatre if you are booking to come and view our work. We cannot be held responsible for these party's own regulations and by booking with us you are doing so at your own consent.

Photographs and/or film footage may be taken during classes, workshops, performances and other DNA events. These photos will be used for educational purposes such as evaluation and research reports, and as part of DNA publicity in print, via our website and/or social media pages to promote

and market our programmes to a wider audience. With our permission, it may also be used by project partners to promote the work of DNA. Photos and footage where you, your companion or your child/ward may also be shared with class participants and to the artists for memorabile personal viewing, these may not be shared further without explicit consent from DNA. No names will be displayed next to photos or footage, unless we request and receive further written permission from you. All photos and video footage collated by DNA will be kept in perpetuity.

Sharing information:

We may share specifically selected data with our funders (third parties) but under no circumstances would your personal information such as full name or contact details be shared. Details such as your postcode and your age or gender will be shared but will always be kept anonymised for the purpose of capturing data for our community interest objectives. We will always seek further permissions if we require further details from you to share with our funders.

In certain circumstances, we may need to disclose information about you where we are required to do so by legal and regulatory compliance, for instance a safeguarding matter or the reporting of crime.

Access to your information and correction:

You have the right to request a copy of the information that we hold about you. If you would like a copy of some of or all your personal information, please email or write to us at the address below.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

How long is data kept:

Where you have been involved directly with us, your information will either be deleted as soon as the project has finished or kept on file for a maximum of 9 years. Video and photographs where you may have been present will be kept indefinitely and will be used in various social media and marketing promotions via only DNA unless expressed otherwise on your permissions/release forms.

How to contact us

If you have any questions about our privacy policy or the information, we hold about you please email the Data Protection Officer named at the start of this policy.

Signed off by the board: 30 September 2024

To be reviewed: September 2025