

We take your privacy seriously and are committed to keeping your personal information safe and secure. This policy explains how we use your information and your rights in a clear and simple way, designed for today's parents.

### Quick Summary (What You Need to Know)

- We only collect the information we need to support your child's journey with us.
- You can access, update, or delete your data at any time.
- We never sell your data.
- We use secure systems to protect your information.
- We follow all UK data laws (UK GDPR + Data Protection Act 2018).

### Who We Are

Peploe-Williams Academy Ltd is the company responsible for your data (the "data controller"). We are registered with the Information Commissioner's Office (ICO) under registration number ZA755536.

### What Information We Collect

We only collect what we need to deliver high-quality performing arts training:

Contact Details – Name, email, phone number, address

Usage Info – Browsing activity on our website, portal login info, IP address

Payment Info – Card details, bank info (processed securely by Stripe, GoCardless, or PayPal) ; These are used to collect any invoice our customers owe issued under our PWA contract.

Sensitive Info (optional) – Dietary needs, medical info, or religion (only if needed to support your child)

Children's Data – Data about students is collected only with parental consent and handled with care and security.

### How We Use Your Information

We use your data to:

- Manage enrolments, classes, and communication
- Send you updates about courses, shows, and academy news
- Deliver your child's learning, in person and online
- Improve our services and systems
- Handle payments and billing securely
- Monitor and support your child's welfare

We always make sure your data is used fairly, legally, and only for the purposes you expect.

### Marketing & Communications

We may contact you by email about academy news, events, or services that may interest you. You can change your email preferences or unsubscribe at any time by clicking the link in any email or contacting us directly.

## Legal Basis for Processing

We process your data under the following lawful reasons:

- Consent (e.g., for marketing or photo permissions)
- Contract (e.g., when you enrol your child)
- Legal obligation (e.g., safeguarding)
- Legitimate interest (e.g., running the academy effectively)

## Your Rights

You have the right to:

- Access the personal data we hold on you
- Correct or update inaccurate data
- Ask us to delete your data
- Object to how we use your data in some cases
- Withdraw consent at any time

To do any of the above, just contact our Data Protection Officer at: [admin@pwacademy.com]

## Who We Share Data With

We do not sell or share your information with other organisations for marketing. We only share your data with:

- Our core service providers (Thinksmart, Zoom, Google Classroom, etc.)
- Payment processors (Stripe, PayPal, GoCardless)
- Regulatory bodies, if required by law (e.g., safeguarding or crime prevention)

All partners are GDPR-compliant and have signed agreements with us.

## How Long We Keep Your Data

We retain your data only as long as needed. Registration data may be kept permanently unless you ask us to delete it. We regularly review data to ensure it's still necessary.

## Virtual Classes (VPLC)

If your child attends online classes, we may:

- Record sessions for educational purposes (internal use only)
- Use trusted platforms (Zoom, Google, Vimeo)
- Share recordings with staff only, as outlined in our Media Consent Policy

We always aim to protect your child's privacy while delivering high-quality virtual training.

## Cookies

We use cookies on our website to make your experience better. These don't identify you personally but help us understand how our site is used. You can turn cookies off in your browser settings.

### Changes to This Policy

We may update this policy to reflect changes in law or academy services. You can always find the latest version on our website or parent portal.

### How to Make a Complaint

If you have any concerns, please contact us first at [admin@pwacademy.com](mailto:admin@pwacademy.com). You can also contact the Information Commissioner's Office (ICO):

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline: 0303 123 1113

Website: [www.ico.org.uk](http://www.ico.org.uk)

We're committed to safeguarding your data and earning your trust every step of the way. Thank you for being part of the Peplow-Williams Academy family.