

## **Preformers Preschool Performing Arts Classes – Privacy Policy**

**Effective Date: 7 May 2026**

Preformers is committed to protecting and respecting the privacy of all parents, carers, and children who attend our classes, events, parties, and activities.

This Privacy Policy explains how Preformers collects, stores, uses, and protects personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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### **1. About Us**

Preformers is operated by Rosemary Millward as a sole trader in England and Wales.

Contact Details:

Preformers  
109 Bridgeman Way  
Lichfield  
Staffordshire  
WS14 0AL

Email: [rosie@preformers.co.uk](mailto:rosie@preformers.co.uk)

Website: [www.preformers.co.uk](http://www.preformers.co.uk)

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### **2. Information We Collect**

Preformers may collect and process the following information:

#### **a) Parent/Guardian Information**

- Full names
- Home address
- Email address
- Telephone numbers
- Emergency contact details
- Billing and payment information
- Communication preferences

#### **b) Child Information**

- Child's name

- Date of birth
  - Medical conditions or allergies (where relevant)
  - Additional support needs or accessibility requirements
  - Attendance records
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### **3. How We Use Personal Information**

We use personal information for the following purposes:

- To manage bookings and class registrations
- To communicate important class information and updates
- To respond to enquiries
- To ensure the safety and wellbeing of children attending Sessions
- To maintain emergency contact information
- To process payments and maintain financial records
- To comply with legal or safeguarding obligations
- To improve our services and customer experience

We will only use personal information where we have a lawful basis to do so.

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### **4. Legal Basis for Processing**

Under UK data protection law, Preformers relies on the following lawful bases for processing personal data:

- Consent
- Performance of a contract
- Legal obligations
- Legitimate interests relating to the safe and effective running of Preformers classes

Special category data, such as medical information, is processed only where necessary for health, safety, safeguarding, or accessibility purposes.

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### **5. Consent**

By enrolling in a Preformers class, event, or activity, parents/carers consent to the collection and use of personal information as described in this Privacy Policy.

You may withdraw consent for certain uses of your information at any time by contacting Preformers in writing.

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## **6. Data Security**

Preformers takes appropriate technical and organisational measures to protect personal information against:

- Unauthorised access
- Loss or theft
- Disclosure
- Misuse
- Alteration or destruction

Access to personal information is restricted only to authorised persons who require it for legitimate business purposes.

While every effort is made to protect personal data, no method of electronic storage or transmission can be guaranteed completely secure.

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## **7. Sharing Information with Third Parties**

Preformers does not sell or trade personal information.

Information may occasionally be shared with trusted third-party service providers where necessary for business operations, including:

- Payment processors such as Stripe or PayPal
- Booking or website platforms
- Accountancy or administrative services

Information may also be disclosed:

- Where required by law
- For safeguarding purposes
- To emergency services where necessary

All third-party providers are expected to handle personal data securely and lawfully.

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## **8. Data Retention**

Personal information will only be retained for as long as necessary to fulfil the purposes outlined in this Privacy Policy.

This may include retaining:

- Attendance and booking records
- Emergency contact information
- Financial records required for tax and accounting purposes
- Safeguarding records where legally necessary

When information is no longer required, it will be securely deleted or destroyed.

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## **9. Your Rights**

Under UK GDPR, parents/carers have the right to:

- Request access to personal information
- Request correction of inaccurate information
- Request deletion of personal information where appropriate
- Restrict or object to processing in certain circumstances
- Withdraw consent where processing is based on consent
- Lodge a complaint with the Information Commissioner's Office (ICO)

Requests relating to personal data should be sent to:

[rosie@preformers.co.uk](mailto:rosie@preformers.co.uk)

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## **10. Photography and Videography**

### **a) Parent Photography**

Parents/carers may take photographs or videos of their own child during Sessions for personal use only.

Photographs or videos featuring other children or attendees must not be shared publicly without permission.

### **b) Promotional Photography**

Preformers may occasionally use photographs or videos for:

- Social media
- Marketing materials

- Website content
- Promotional campaigns

Promotional images will only be used where consent has been provided.

Consent may be withdrawn at any time by contacting Preformers in writing.

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## **11. Children's Privacy**

Preformers recognises the importance of protecting children's privacy.

Information relating to children is collected only through parents/carers and only where necessary for participation, safety, safeguarding, or administration.

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## **12. Cookies and Website Data**

The Preformers website may use cookies or similar technologies to improve website functionality and user experience.

You may adjust your browser settings to refuse cookies if preferred.

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## **13. Changes to This Privacy Policy**

Preformers reserves the right to update this Privacy Policy from time to time.

Any significant changes will be communicated via email, the Website, or booking systems where appropriate.

The latest version will always be available upon request.

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## **14. Contact Information**

If you have any questions about this Privacy Policy or how your data is handled, please contact:

Preformers  
109 Bridgeman Way  
Lichfield  
Staffordshire  
WS14 0AL

Email: [rosie@preformers.co.uk](mailto:rosie@preformers.co.uk)