

# The Boom Academy Ltd. Privacy Policy

We are committed to safeguarding the privacy of our Students, their Parents/Guardians and visitors; In this Privacy Policy, we explain:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

## Lawful Basis

The Boom Academy Ltd. relies on Legitimate Interests\* when processing data provided to us by individuals. The legitimate interests identified are that the data provided by the individual is processed in order to provide the service requested from that individual. The processing of data does not exceed the reasonable expectations of the individual.

\*Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

## Collecting personal information

Data can be collected from the following platforms:

- registering at [www.theboomacademy.com/enrol](http://www.theboomacademy.com/enrol)
- entering your child's details under the 'MyStudents' page
- making a Payment via PayPal
- using the online enquiry form
- text messages
- data sent direct to our emails
- telephone conversations where data is passed over the phone

We try to limit the variety of platforms by asking all customers to input any data via our enrolment system at [www.theboomacademy.com/enrol](http://www.theboomacademy.com/enrol)

The Personal information you give to us is all for the purpose of carrying out our classes and workshops as efficiently as possible with the welfare of our students and staff at the forefront. You will be asked to register your details as the customer so we can keep in touch whilst providing your child with the services we offer.

Your child's details are given so that we have the appropriate information to teach them in our class. This includes Name, DOB, School Year, relevant medical information and 2 emergency contact numbers should the occasion arise that we need to use them.

Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.

It is important that you keep the data you give to us as up to date as possible.

## **How we use information we collect**

We only ask for data relevant to being a customer of The Boom Academy Ltd. We use the data you provide us with, to do the following:

- Compile registers for each class to keep a check on attendance and have emergency contact information close by, should we need to use it
- Create a mailing list (with your permission) to let you know about upcoming events and Academy information
- Contact you via email or text message with important information about the class you have enrolled to (This allows us to provide the service you have purchased efficiently)

## **How data is stored**

Data is stored on our enrolment system online and then used when required to make contact with individuals or groups. The information you provide us of your child is put into a register for the term.

Schools are contacted at the beginning of each term with registers containing the information you have provided us. This gets printed and stored in a folder at the school office. Freelance teachers are not given any registers to take home with them but they will use them whilst in the school taking the club.

Data printed and taken outside of our secure office is carried in a double locked case. This is to keep all data protected when moving around.

All devices are encrypted and password protected for maximum security.

## **Social Media**

If you submit personal information for publication on our website or Social Media, we will publish and otherwise use that information in accordance with how you have granted us to use that information

Your privacy settings can be used to limit the publication of your information on our website, and can be adjusted using privacy controls on the website.

With your permission, we will post photos and videos of your child. Photos and videos will be taken of our students and teachers working in class and from performances etc. and put on Social Media platforms for public viewing. We may also use specific photos for marketing on our website and in the form of leaflets/banners etc. We will not name any child in a photo or video and will monitor public comments. If you wish for any post containing you or your child to be taken down at anytime, you have the right to request this and we will oblige.

Personal information that you publish on our website or submit for publication on our website or on The Boom Academy's Social Media may be available, via the internet, around the world. We cannot prevent the use or misuse of such information by others.

## **Sharing information**

We will not supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

All our enrolment financial transactions are handled through our payment services provider, [Paypal]. You can review the provider's privacy policy at [[www.paypal.co.uk](http://www.paypal.co.uk)]. We will share information with our payment services provider only to the extent necessary for the purposes of processing payments you make via our website, refunding such payments and dealing with complaints and queries relating to such payments and refunds. Your email may also be used to send invoices via PayPal for outstanding payments.

We may disclose your personal information to any of our employees, freelance teachers, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this policy. For Clubs in Schools; Your child's school will have access to our class register, which will include details you have provided us, for the purpose of teaching your child.

We may disclose your personal information:

- to the extent that we are required to do so by law
- in connection with any ongoing or prospective legal proceedings
- in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
- to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

## **Transparency and choice**

You have the right to withdraw consent to the use of the data you give us at anytime. When you register with our enrolment system, the data you give us is stored and used for the purpose of delivering the service you have requested from us.

If you no longer wish us to hold your data on our records, you can delete your account at anytime by logging in to [www.theboomacademy.com/enrol](http://www.theboomacademy.com/enrol)

If you have any difficulty with this, you are free to email us or telephone using the details provided on our website or at the bottom of this policy.

You should be made aware that by signing up to our services as an Academy teaching your child, we will use your data to make contact with you for matters relating to that service.

We will actively delete accounts created online that have remained inactive for a pro-longed period so that no unnecessary data is being stored. Should you wish to re-enrol to our Academy and it's services after that time, you can simply create a new account and this will re-join you to our services and your data will once again be used to make contact in the appropriate ways specified in this policy.

Should you wish to opt out of our marketing emails, you can choose to do this when you first register (you will not receive enrolment reminders etc. unless you have been a member of the class in the previous term). If you already receive marketing emails and wish them to stop, please unsubscribe to our mailing list by using the link at the bottom of any marketing email and you will no longer receive them.

In addition to the reasons stated in this policy, we will retain information:

- to the extent that we are required to do so by law
- if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
- in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

## **Security**

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information. We do have Security on our Website to prevent hackers and to protect personal information. We use encrypted emails to pass data on to schools and teachers.

As already stated in this policy, we take security measures to protect data being transferred from and to venues.

You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

You are responsible for keeping the password you use for accessing our website confidential; we will not ask you for your password (except when you log in to our website if required to do so). You can change your password at anytime and if you forget, you can enter your email address and you will be sent a new automated password that we do not have access to at anytime.

## **Policy Amendments**

We may update this policy from time to time by publishing a new version on our website.

You should check this page occasionally to ensure you are happy with any changes to this policy.

We may notify you of changes to this policy by email

## **Your rights**

You have full control over the personal data we hold and that given of your child. You can log in to your account at any time and change the information or permanently delete your account with us. If your child is enrolled onto any of our services, we can contact you about that service.

We may withhold personal information that you request to the extent permitted by law.

This website is owned and operated by The Boom Academy Ltd. through Giger Media

Our principal place of business is at: Office 15, 185 Parrock Street, Gravesend, Kent. DA12 1EN

You can contact us:

- by post, using the postal address given above
- by telephone, on the contact number published on our website or
- by email [info@theboomacademy.com](mailto:info@theboomacademy.com)