

Privacy Policy
Dance Umbrella Ltd
Last Updated: April 2025

1. Introduction

Dance Umbrella Ltd ("we", "us", "our" or "DU") is committed to protecting and respecting your privacy and takes its responsibility for the security of personal information seriously. This Privacy Policy explains how we collect, use, store and protect your personal data when you interact with us, in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

Dance Umbrella Ltd is a registered charity in the UK dedicated to promoting, commissioning and supporting dance. Our registered address is: 7 Savoy Court, London, England, WC2R 0EX. If you have any questions about this Privacy Policy, you can contact us at:

Email: admin@danceumbrella.co.uk

Postal Address: Data Protection Officer at Dance Umbrella, Somerset House, West Wing, Strand, London WC2R 1LA

3. Who We Collect Data On

We collect and process personal data from the following groups of individuals:

- Audience Members: Individuals who attend our performances, workshops, and other events.
- Donors and Supporters: Individuals who donate or contribute financially to Dance Umbrella.
- Volunteers: Individuals who support our work by offering their time and skills.
- Artists and Performers: Individuals who participate in our artistic programmes and projects.
- Venue Partners: Organisations and individuals who provide spaces for our events and performances.
- Employees and Contractors: Staff members and freelance contractors working with us.
- Stakeholders and Funders: Individuals and organisations who support our mission through grants and sponsorship.
- Website Visitors: Individuals who interact with our website and digital platforms.
- Media and Press Contacts: Journalists, bloggers, and media professionals who engage with us.

4. What Data We Collect

Dance Umbrella Ltd acts as the data controller for the personal data we collect. This means that we determine the purposes and means of processing your personal data. We may collect and process the following personal data:

- **Identity Data:** Name, title, date of birth, gender identity, username or similar identifier.
- **Contact Data:** Email address, postal address (billing and delivery), phone number.
- **Financial Data:** Bank account and payment card details.
- **Transaction Data:** Details of payments and donations.
- **Profile Data:** Including username, password, purchases or orders made by you, your preferences, feedback and survey responses.
- **Usage Data:** Including information about your usage of our website, products and services.
- **Technical Data:** IP address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.
- **Marketing and Communications Data:** Including the communications you exchange with us or direct to us via letters, emails, phone calls and social media, as well as your communication preferences and your preferences in receiving marketing from us and our third party partners.
- **Special Category Data:** We may collect limited health information if relevant to accessibility requirements, as well as photographs and video recordings from events, performances, and promotional activities. These may include images of audience members, artists and other participants for documentation and marketing purposes.

5. How We Collect Data

We collect data in the following ways:

- Direct interactions (e.g., when you sign up for our newsletter, donate or purchase tickets).
- Automated technologies (e.g. cookies when you visit our website).
- Third-party sources (e.g. partner organisations or publicly available sources).

6. How We Use Your Data

We use your data for the following purposes:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- To process donations and ticket sales.
- To send you information about our events, news and campaigns (where permitted).
- To manage relationships with supporters, partners and funders including notifying you about changes to our privacy policy.
- To comply with legal and regulatory obligations.
- To improve our website functionality and services.

7. Lawful Basis for Processing

We rely on different lawful bases depending on the type of personal data and the purpose for which it is processed:

- **Consent:** We process personal data based on consent when you opt-in to receive marketing communications, newsletters, or promotional materials. You have the right to withdraw this consent at any time.
- **Contract:** We process personal data when it is necessary to fulfil a contract with you, such as when you purchase tickets, make a donation, or sign an agreement as an artist, volunteer, or contractor.
- **Legal Obligation:** We process personal data to comply with all and any legal obligations which we may be bound by from time to time, including (without limitation) financial reporting, tax law and regulations, charity law and regulations and safeguarding requirements.
- **Legitimate Interests:** We process personal data when it is in our legitimate interests to do so, provided that those interests are not overridden by your rights and freedoms. This includes using data to improve our services, analyse audience engagement, manage donor relationships, and promote our charitable activities.
- **Vital Interests:** In rare cases, we may process personal data to protect someone's vital interests, such as in an emergency situation requiring medical assistance at an event.
- **Public Task:** If we undertake projects funded by public bodies, we may process personal data where it is necessary to perform a task in the public interest.

8. Data Sharing

We do not sell or rent personal data. We may share your information with:

- Service providers who assist in running our operations (e.g. payment processors, email service providers).
- Regulatory authorities where required by law.
- Partner organisations, but only with your consent.
- Third-party platforms we use to manage our operations and marketing, including:
 - **Google** (for analytics and advertising services)
 - **Meta** (for advertising services)
 - **Mailchimp** (for email marketing and communications)
 - **Beacon** (our CRM for donor and supporter management)

9. Data Security

We implement appropriate security measures to protect personal data against unauthorised access, alteration, disclosure, or destruction. These measures include:

- **Data Encryption:** We use encryption protocols to protect sensitive data during transmission and storage.
- **Access Controls:** Only authorised personnel have access to personal data, with role-based permissions in place.

- **Secure Storage:** We store data on secure servers with firewalls and regularly updated security patches.
- **Multi-Factor Authentication (MFA):** Where applicable, we use MFA to add an extra layer of security for system access.
- **Regular Security Audits:** We conduct periodic security assessments to identify and address vulnerabilities.
- **Staff Training:** Our team receives regular training on data protection and security best practices.
- **Incident Response Plan:** We have procedures in place to detect, report, and respond to potential data breaches promptly.

While we take all reasonable steps to safeguard your personal data, no internet-based system is entirely secure. If you have any concerns about data security, please contact us using the details provided in this policy. However, no internet-based system is entirely secure.

10. Data Retention

We retain personal data only as long as necessary for the purposes outlined in this policy. We review retention periods regularly to ensure compliance with legal and operational requirements.

11. Your Rights

You have the following rights under UK data protection law:

- Right to access your data.
- Right to rectify inaccurate data.
- Right to request deletion of your data.
- Right to restrict processing.
- Right to data portability.
- Right to object to processing.
- Right to withdraw consent for marketing communications.

To exercise any of these rights, please contact us using the details above. To protect your privacy and security, we may ask you to verify your identity before processing your request. This may include providing proof of identification such as a passport, driving licence, or utility bill. We aim to respond to all legitimate requests within one month. If your request is particularly complex, we may take longer and will notify you accordingly.

12. Cookies

Our website uses cookies to enhance your experience. You can manage your cookie preferences through your browser settings.

We use cookies and web beacons (Website Navigation Information) to collect information as you navigate DU's website. This includes standard information from your web browser, such as browser type and browser language; your Internet Protocol (IP)

address; and the actions you take on our website, such as the pages viewed and the links clicked.

This information is used to make websites work more efficiently, as well as to provide business and marketing information to the website owner, and to gather such personal data as browser type and operating system, referring page, path through site, domain of ISP, etc. for the purposes of understanding how visitors use our website. Cookies and other such technologies help us tailor our website to your personal needs, as well as detect and prevent security threats and abuse. If used alone, cookies and web beacons do not personally identify you.

13. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for their privacy policies and encourage you to review them before providing any personal data.

We occasionally receive information about you from third parties as set out below:

- Analytics providers and search information providers such as Google.
- Advertisers such as Meta and Google.

14. Updates to This Policy

We may update this Privacy Policy at periodically. Any changes will be posted on our website, and where appropriate, notified to you by email.

15. Contact Us

For any questions or concerns about this Privacy Policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests, please contact us at:

Dance Umbrella Ltd

Email: admin@danceumbrella.co.uk

Postal Address: Data Protection Officer at Dance Umbrella, Somerset House, West Wing, Strand, London WC2R 1LA