



## Data Protection Policy

Our data protection policy sets out our commitment to protecting personal data. We will only use your personal information in a fair, lawful and transparent way, and only for the purposes outlined below. Your information will be kept accurately and securely.

1. **When do we collect your data?**

When you contact us through our website and apply for an audition.

If successful in gaining a place at MX Masterclass (MXM) or MX Dance (MXD) we gather information about you for the operational purposes of the classes.

2. **What sort of data do we collect?**

We collect data for your participation in MXM/MXD auditions and classes should you be successful in joining; this includes your name, address/es, email address/es, telephone number/s your age and date of birth. We collect photographs and videos of students at MXM/MXD for identification and promotional purposes. We will also collect, hold, share and otherwise use some information about you which is "special category personal data" and we will take extra care to make sure that this is kept safe: This includes details of any medical conditions that would affect your participation in MX Masterclass or MX Dance, for health and safety reasons.

3. **How and why we use your data?**

To enable you to take part in auditions, and classes and performances thereafter organised and participated in by MX Masterclass Ltd.

To respond to your queries. Handling the information you sent enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout.

To send you email communications that we think will be relevant to you about MXM/MXD classes and auditions.

To verify your identity.

We want to be able to promote MXM/MXD to attract new students, and to show the quality of MX Masterclass Ltd. As part of this we want to be able to use photographs and videos of our students in promotional material.

4. **How do we protect your data?**

We know how much data security matters to our students and parents. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it.

We secure access to all transactional areas of our websites using 'https' technology. Access to your personal data is password-protected.

5. **How long do we keep your data?**

If you've not been a student or parent with us for more than five years, we'll contact you to ask whether you want to keep in touch.

6. **Who do we share your data with?**

We only share your data, with your permission, with trusted third parties, for example casting directors, agents, production companies of performances we are taking part in and Mailchimp the direct marketing facility.

We do not share your data with third parties for their own purpose, or without your permission.

We may share photographs and videos of students on the following platforms:

- Internal networks, for teacher's reference
- On our website
- On our social media sites
- In local news media – newspapers, websites and television
- In national news media – newspapers, websites and television

7. **What are your rights with your data?**

You have the right to request:

- Access to the personal data we hold about you.
- You can request that we correct or update your personal information. It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes.
- That we stop using your data for direct marketing.
- You have the right to change your mind at any time. Even if you have previously given us consent to use your personal data, you can withdraw this consent at any time.
- You can contact us directly to request access or changes to your data. To protect your confidentiality in this instance we will ask you to verify your identity before proceeding.

**8. How can you stop the use of your data?**

You can click the 'unsubscribe' link in any e mail communications we send to you.  
You can ask us to remove your data from our systems.

If you have any further questions, comments or requests regarding this Privacy Policy please contact Michael Xavier in writing:

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