

Indance Privacy Notice

Last updated: 1st October 2026

www.indance.ie (the "Website") is operated by In Dance Limited ("Indance", "we", "us", "our"), a dance studio in Dublin. This Notice explains what personal data we collect about you when you use our Website, buy class credits, book or attend classes, or contact us. It also explains why we use it, who we share it with, how long we keep it, and your rights. We are the controller of your personal data. We comply with Regulation (EU) 2016/679 (the General Data Protection Regulation, "GDPR"), the Data Protection Acts 1988 to 2018, and the European Communities (Electronic Communications Networks and Services) (Privacy and Electronic Communications) Regulations 2011 ("ePrivacy Regulations"). This Notice forms part of our Terms and Conditions.

1. Who we are and how to contact us

Company: In Dance Limited (trading as Indance)

Registered number: 740221

Registered office: 47 Broadmeadow Castle, Ashbourne, Co. Meath, Ireland

Privacy contact: Data Protection Manager, In Dance Limited, at the address above, or by email at indancedublin@gmail.com

2. Personal data we collect

Account and contact details: name, email, phone, address, date of birth, login details (and a parent or guardian's details for children). *Why:* to create and manage your account, identify you when you contact us, and keep in touch about your classes. *Legal basis:* Art. 6(1)(b), performance of our contract with you.

Booking and attendance data: credit balance, classes booked, attended, cancelled or missed. *Why:* to run the credit system, manage class numbers and deal with queries. *Legal basis:* Art. 6(1)(b), contract.

Payment and transaction data: what you bought, amount, date and payment status. Card details are entered directly with our payment provider; we do not see or store your full card number. *Why:* to take payment, issue receipts and handle refunds and disputes. *Legal basis:* Art. 6(1)(b), contract, and Art. 6(1)(c), legal obligation (tax and accounting records).

Health and safety information: injuries, medical conditions, allergies or other information you choose to give us that is relevant to taking part safely, plus emergency contact details. *Why:* to keep students safe in class, adapt exercises and get the right help in an emergency. *Legal basis:* Art. 6(1)(a) consent and Art. 9(2)(a) explicit consent. In a genuine emergency where you cannot give consent, Art. 6(1)(d) and Art. 9(2)(c), protecting vital interests.

Photos, video and audio recordings: images, video and sound of classes, performances, rehearsals and events in which you or your child can be identified (see section 4). *Why:* to promote Indance on our Website, social media, newsletters, print and advertising. *Legal basis:* Art. 6(1)(a), consent, given at sign-up or separately. You can withdraw it at any time.

Communications: emails, messages and other things you send us, and our replies. *Why:* to respond to you, keep a record and improve our service. *Legal basis:* Art. 6(1)(b), contract, or Art. 6(1)(f), legitimate interests (running and improving our business).

Marketing preferences: whether you have opted in or out of marketing. *Why:* to send you news, offers and events and respect your choices. *Legal basis:* Art. 6(1)(a), consent, or Art. 6(1)(f) for similar services to existing customers (see section 6).

Website and device data: IP address, browser type, pages visited and cookie data. *Why:* to make the Website work, keep it secure and understand how it is used. *Legal basis:* strictly

necessary cookies, Reg. 5(5) of the ePrivacy Regulations; all other cookies, your consent (see section 10).

If you do not give us information we need to provide a service (for example the details needed to book a class), we may not be able to provide that service. Giving us health information is always your choice. However, if you do not tell us about a condition that affects your safety, we may not be able to let you take part in certain activities.

3. Where we get your data from

- From you, when you create an account, buy credits, book classes, fill in forms or contact us.
- From a parent or guardian, where the student is under 18.
- Automatically, through your use of the Website (see section 10).
- From our payment provider, which confirms whether a payment succeeded.

If you give us personal data about someone else (for example an emergency contact), please make sure they know and are happy for you to do so, and show them this Notice.

4. Photos, videos and recordings

Filming and photography are a big part of how we promote our studio. This section explains how it works.

4.1 What we record and why. We may photograph and film classes, workshops, rehearsals, performances and events, and capture audio. We use these recordings to promote Indance, for example on indance.ie, Instagram, Facebook, TikTok, YouTube, in newsletters, in posters and printed material, and in paid advertising. We may also keep them in our archive for future promotional use.

4.2 Consent. We only use recordings in which you can be identified for these purposes if you have given your consent. We will ask for this when you sign up, through a clear, separate tick box or form that is not bundled with our terms. Your consent covers the use of your image, voice and likeness as described in 4.1, in any format and any media, in Ireland and worldwide. It continues until you withdraw it. For a student under 18, a parent or guardian gives consent on their behalf. We do not make consent to recording a condition of buying credits or attending classes.

4.3 If you say no. You can still attend classes. Please tell your teacher or us before class so we can make sure you are not filmed or photographed in an identifiable way. For example, we can ask you to stand outside the camera's view, or we can choose not to film a class. We may still film in classes where students have not opted out, and we will take reasonable care to keep non-consenting students out of any published material. In the studio, we will display notices when filming is taking place.

4.4 Withdrawing consent. You may withdraw your consent at any time by emailing katemt.business@gmail.com. Withdrawal is not retrospective, so anything we did lawfully before you withdrew stays lawful. After you withdraw, we will not use you in new recordings and we will stop using existing recordings in which you can be identified in future promotional material. We will take down posts we control on our own Website and social media accounts within [30 days] of a request where you can be identified. We cannot control copies that others have already shared or downloaded, and we cannot recall printed materials already distributed.

4.5 Social media platforms. When we post to a social media platform, that platform becomes a controller of the data it collects in its own right, under its own privacy policy. Comments, likes and shares by others are outside our control.

4.6 Recordings by others. Parents, students and visitors must not film or photograph other students without our permission and the permission of those filmed.

5. Children

Many of our students are under 18. Under Irish law, a child must be 16 or over to give their own consent to the use of their data for online services. For students under 16, a parent or guardian must register, buy credits, give any consent we ask for (including for health information and recordings), and manage the account. For students aged 16 and 17, we may ask for a parent or guardian to give or confirm consent for recordings. We take extra care with children's data and never use it for profiling or targeted advertising.

6. Marketing

6.1 Email, text and similar messages. We will send you marketing only if you have opted in, or if you are an existing customer and we are telling you about similar classes or services to those you have already bought, provided you were given a chance to opt out when we collected your details and in every message since.

6.2 Opting out. Every marketing message contains an unsubscribe link. You can also tell us at any time at indancedublin@gmail.com. We will stop promptly. We will still send you service messages, for example booking confirmations, credit expiry notices and class changes.

6.3 We do not sell your data to anyone for their own marketing.

7. Who we share your data with

We share your data only where we need to, and we never sell it. Recipients include:

Service providers (processors) who act on our instructions under a written contract, such as payment processing [e.g. Stripe / SumUp], class booking and credits platform [name], website hosting [name], email and newsletter tools [name], cloud storage [name], accountants and IT support.

Emergency services and medical professionals, if there is an accident or emergency. We may pass on health information and emergency contact details to help them treat you. They then handle the information as independent controllers.

Social media and video platforms, when we publish recordings as set out in section 4.

Professional advisers, insurers, regulators, Revenue, the Gardaí and courts, where we are legally required to, or where it is needed to establish, exercise or defend legal claims, or to deal with an insurance claim.

A buyer or successor, if we sell or restructure our business, in which case the buyer must use your data in line with this Notice.

8. Transfers outside the EEA

Some of our providers, including social media platforms, may process data outside the European Economic Area, for example in the United States. Where this happens, we make sure a lawful safeguard applies, such as an adequacy decision of the European Commission (including the EU-US Data Privacy Framework for certified companies) or the Standard Contractual Clauses. You can ask us for details of the safeguards.

9. How long we keep your data

Account and booking data: [while your account is active and for 2 years after your last activity], then deleted or anonymised.

Payment and transaction records: 6 years from the end of the financial year to which they relate (tax and company law).

Health and safety information and emergency contacts: while you are an active student and for [12 months] after you leave, or until you ask us to delete it, unless it relates to an incident or insurance claim, in which case we keep it for as long as necessary for the claim and the statutory limitation period.

Accident and incident records: [up to 6 years, or longer for incidents involving children (until the child turns 18 plus the limitation period)].

Photos and videos: until you withdraw consent, or until we stop using the material, whichever is sooner. Archived footage is reviewed at least every [3 years].

Marketing list: until you unsubscribe, plus a minimal suppression record so we do not contact you again.

Enquiries and emails: [2 years] from the last contact.

10. Cookies and similar technologies

10.1 A cookie is a small file placed on your device when you visit a website. We use cookies and similar technologies (such as pixels and local storage) as follows:

Strictly necessary (log you in, keep your basket and credits working, security): no consent needed.

Analytics / performance (count visits and see which pages are used, so we can improve the Website) [e.g. Google Analytics]: consent needed.

Marketing / advertising (measure our adverts and show relevant ads) [e.g. Meta Pixel]: consent needed.

10.2 When you first visit, our cookie banner lets you accept or reject non-essential cookies. We will not set them until you agree. You can change your mind at any time through [the cookie settings link in the footer of the Website] or in your browser settings. Further information about cookies is at allaboutcookies.org and youronlinechoices.eu.

10.3 Our Website may link to other websites or include third-party content. We are not responsible for their privacy practices. Please read their notices.

11. Keeping your data secure

We use appropriate technical and organisational measures to protect your data. These include encrypted connections (HTTPS/TLS) on our Website, restricted access to personal data, strong passwords, and contracts with our providers. No method of transmission over the internet is completely secure, so please keep your password safe and log out of shared devices. If a data breach is likely to put you at high risk, we will tell you without undue delay, and we will report it to the Data Protection Commission within 72 hours where required.

12. Your rights

You have the right to:

Access a copy of your personal data.

Rectification, to correct anything inaccurate or incomplete.

Erasure, to ask us to delete your data in certain circumstances.

Restriction of how we use your data in certain circumstances.

Portability, to receive data you gave us in a common, machine-readable format, where we use it on the basis of consent or contract.

Object to our use of your data based on legitimate interests, and to any direct marketing at any time.

Withdraw consent at any time, where we rely on it (including for health data and recordings). This will not affect anything we did before you withdrew. processing that have legal or similarly significant effects.

To use your rights, contact us at indancedublin@gmail.com. We may need to verify your identity first. We will respond within one month, which we may extend by up to two further months for complex requests. We do not normally charge a fee.

Complaints. If you are unhappy with how we use your data, please contact us first so we can try to put it right. You also have the right to complain to the Data Protection

Commission: 21 Fitzwilliam Square South, Dublin 2, D02 RD28, Ireland. Website: www.dataprotection.ie.

13. Changes to this Notice

We may update this Notice from time to time. The latest version will always be on the Website with the "Last updated" date at the top. If we make a significant change, we will let you know, for example by email or a notice on the Website. Where the change needs your consent, we will ask for it.

14. Contact us

For any questions about this Notice, or to ask for a copy, write to Data Protection Manager, In Dance Limited, 47 Broadmeadow Castle, Ashbourne, Co. Meath, Ireland, or email indancedublin@gmail.com.