

Privacy Policy – The Power of Dance

Effective Date: 15/04/2025

At The Power of Dance, we are committed to protecting the privacy of our students and their families. This Privacy Policy outlines how we collect, use, store, and disclose personal information in accordance with relevant privacy laws.

1. What Information We Collect

We may collect the following personal information:

- Student names, dates of birth, and contact details
 - Parent/guardian names and contact details (address, phone numbers, email addresses)
 - Emergency contact information
 - Medical or health information relevant to participation in dance activities
 - Class attendance and participation records
 - Photos and videos for promotional or educational use, or for memorabilia (see further information on use of photo/video footage under #5)
 - Payment and billing information
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2. How We Use Your Information

We use personal information to:

- Enrol students and manage class schedules
 - Communicate with families about classes, events, and updates
 - Maintain accurate attendance and health records
 - Provide appropriate care and support in the event of an emergency
 - Manage billing and payments
 - Comply with legal or regulatory obligations
 - Promote the school through newsletters, social media, or the website
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3. Storage and Security of Information

We take reasonable steps to protect personal information from misuse, loss, unauthorised access, or disclosure. Information is stored securely in password-protected digital systems or secure physical locations, accessible only to authorised staff.

4. Disclosure of Information

We do not sell or share your information with third parties for marketing purposes.

We may disclose information:

- To staff or contractors involved in teaching or school operations
 - To emergency services or medical professionals in urgent situations
 - If required by law or regulation (e.g., child protection obligations)
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5. Photos and Media Use

Photos and videos may be taken of students by staff/representatives of The Power of Dance during class, events and performances. These may be used for promotional or learning purposes, or for memorabilia.

By enrolling, you automatically consent to the use of photos and videos taken of students for our purposes. You may withdraw your consent at any time (in writing, to the studio director); however, please note that we cannot control the distribution of images already shared, as others may have copies. Additionally, opting out may affect participation in certain activities—for example, students who have not given media consent may be unable to take part in the end-of-year concert, as it is filmed.

6. Access and Correction

You have the right to access your personal information and request corrections if the data is inaccurate or outdated. Please contact us to update your details.

7. Retention of Information

Personal information is retained for as long as necessary to fulfill its purpose or as required by law. Once no longer needed, it is securely deleted or destroyed.

8. Contact Us

If you have any questions or concerns about this Privacy Policy or the handling of your information, please email contact@thepowerofdance.com.au