



## Dance TV Ltd Privacy Policy

### OUR POLICY

This privacy policy pertains to Dance TV Ltd, a premier entertainment provider dedicated to delivering the latest updates from the world of dance. Safeguarding your privacy is our top priority. We encourage you to thoroughly review this privacy notice as it contains crucial information regarding:

- The types of personal information we collect.
- How we use your information.
- With whom we may share your information.

This privacy notice explains how we handle your personal data to enhance our services and provides you with options regarding its usage. Designed to comply with prevailing privacy regulations, including the General Data Protection Regulation (GDPR), this notice ensures transparency and accountability in our data processing practices.

### Information Collection

As a provider of entertainment and related services, we collect specific information when you engage with us, such as when you subscribe to our newsletter, interact with our website, book our services, participate in contests or surveys, or contact us for inquiries or feedback. Your data may also be shared with select entities involved in event coordination, including our partners, affiliates, and service providers.

Rest assured, we do not sell your personal information to third parties. Information gathered may include your name, contact details, date of birth, payment information, as well as accessibility requirements.

## Data Processing and Retention

We retain your personal data in accordance with legal requirements and your preferences. This may involve retaining information for auditing purposes, legal compliance, dispute resolution, or as necessary to fulfill our contractual obligations. However, we ensure that your data is not retained longer than necessary.

## Third-Party Information

Information processed may encompass data related to third parties, such as family members or colleagues, provided you have obtained consent to share their information for specific purposes.

## Data Processing Systems

We gather data through various channels, including our website, email systems, and third-party platforms. These systems are employed for purposes such as customer service, marketing analysis, and improving user experience.

## Cookies

When you visit our website, we may utilise cookies and similar technologies to enhance your browsing experience and analyse website usage patterns. While some cookies are essential for site functionality, you have the option to manage cookie preferences through your browser settings.

## Purpose of Data Processing

We process your information to deliver services, personalise your experience, conduct marketing activities, ensure regulatory compliance, and maintain the security of our platforms. Additionally, data may be analysed to understand user preferences and enhance our offerings.

## Security Measures

Dance TV Ltd employs robust security measures to protect your personal information against unauthorised access or misuse. These measures include secure data storage, encryption protocols, and regular staff training on data protection practices.

## Your Rights

Under the GDPR, you have certain rights, including the right to access, rectify, or erase your personal data, as well as the right to object to processing and withdraw consent for marketing communications. We are

committed to honoring these rights and ensuring transparent data processing practices.

### **Changes to Privacy Notice**

This privacy notice was first published on 29/02/2024 and is subject to periodic review and updates. We encourage you to check this page regularly for any changes.

### **Contact Us**

If you have any questions or concerns regarding this privacy notice or our data processing practices, please contact us. We aim to address any queries or complaints promptly and efficiently.

We value your privacy and are committed to upholding the highest standards in data protection. Thank you for entrusting Dance TV Ltd with your personal information.