Privacy Policy
Last Updated: 20/11/26

Welcome to Class Act Theatrix! We take the privacy of our students and families seriously. This Privacy Policy explains what personal information we collect, why we collect it, how we keep it safe and the rights you have over it.
This policy applies to information we collect through our website, our social media adverts and forms, our booking system, and in person at our classes, workshops and shows. Class Act Theatrix, 3B Drayton Road, Kings Heath, Birmingham, B14 7LP, is responsible for your information as the data controller.

1. Information We Collect

- **Enquiries and Registrations of Interest:** When you enquire or register your interest (for example through our website, a Facebook or Instagram form, email or phone), we collect your name, email address and phone number, your child's name and age, the classes your child is interested in, and how you heard about us, including which advert you responded to.
- **Students and Trials:** When your child joins a trial or class, we also collect your child's name, date of birth and school year, and parent, guardian and emergency contact details.
- **Health and Safety:** Any medical information, allergies or additional needs you tell us about, so that we can keep your child safe. Attendance records and any incident or accident records are also kept.
- **Payments:** Booking and payment information is collected through our booking provider. We do not store full card details.
- **Photographs and Video:** We take photographs and video in classes and at shows. We only publish images of children whose parents or guardians have given permission.
- **Website Use:** We and our partners use cookies and similar technologies, including the Meta Pixel, to understand how our website is used and to measure how well our adverts work. You can manage non-essential cookies through the cookie banner on our website.

2. How We Use Your Information

- To respond to your enquiry and help find the right class for your child.
- To book and run trials, classes, workshops, exams and shows.
- To keep children safe, including knowing about medical needs and contacting you in an emergency.
- To take payments and manage memberships.
- To send you important information about classes, term dates and events.
- To send you news and offers, where you have agreed to receive them.

- To understand which adverts bring families to us, so we can improve our marketing.

3. Our Legal Reasons for Using Your Information

- **Legitimate Interests:** To respond to enquiries, follow up on registrations of interest and improve our services.
- **Contract:** To provide the classes and services you have booked.
- **Legal Obligation:** To keep financial and safeguarding records as required by law.
- **Consent:** For photographs and video, marketing messages and non-essential cookies. You can withdraw your consent at any time.
- **Health Information:** Health details are handled with your explicit consent, or where needed to protect a child's vital interests in an emergency.

4. Who We Share Your Information With

- We never sell your information. We only share it where necessary with the following:
- **Service Providers:** Companies who help us run Class Act Theatrix, including our booking and payments system (Pebble), our website host (Wix), our form provider (Jotform), our email and file storage provider (Google) and Meta, when you submit one of our Facebook or Instagram forms.
- **Exam Boards:** Such as LAMDA or LCM, if your child is entered for an exam.
- **Venues and Partners:** Those involved in shows or events, only where needed.
- **Authorities:** Emergency services or other authorities, where required by law or to protect a child's safety.
- **International Transfers:** Some of our providers may store data outside the UK. Where they do, appropriate safeguards are in place to protect it.

5. How Long We Keep Your Information

- **Enquiries that do not lead to a trial or booking:** Up to 12 months, then deleted.
- **Student and Family Records:** While your child is with us, and for up to six years afterwards for financial and legal reasons.
- **Safeguarding and Accident Records:** For as long as the law or official guidance requires.
- **Photographs and Video:** Until consent is withdrawn or they are no longer needed.

6. Keeping Your Information Safe

- Access to personal information is limited to staff who need it.
- We use secure systems with password protection.
- Our team is trained in keeping children's information safe.

7. Your Rights

- To ask for a copy of the information we hold about you or your child.
- To ask us to correct anything that is wrong.
- To ask us to delete your information.
- To object to or restrict how we use your information.
- To withdraw your consent at any time.
- To ask us to transfer your information to another organisation.

To use any of these rights, please email info@classacttheatrix.com and we will respond within one month. If you are unhappy with how we have handled your information, please contact us first so we can put it right. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113.

8. Changes to This Policy

This Privacy Policy may be updated periodically. Any changes will be posted on our website:
www.classacttheatrix.com/privacy-policy

9. Contact Us

If you have any questions about this policy or your information, please get in touch:
📧 info@classacttheatrix.com
📞 07540591130
📍 Class Act Theatrix, 3B Drayton Road, Kings Heath, Birmingham, B14 7LP