

Privacy Policy

This document informs the clients of SA Performing Arts Centre (hereafter 'the centre') of our policies regarding the collection, use, and disclosure of personal data when using the Centre and the choices associated with that data.

SA Performing Arts Centre uses personal data to improve the experience and ensure our clients receive all relevant information. By registering at the centre, clients agree to the collection and use of information in accordance with this policy.

Information Collection and Use

SA Performing Arts Centre collects several different types of information necessary to carry out business, provide the service requested and improve experiences. There are occasions when clients can choose not to give the centre certain information, but this may limit the level of personalised services offer e.g. for example, clients may not get to hear about events and new classes of interest to them.

Types of Data Collected

Personal Data

When clients register at the Centre, they will be asked to provide certain personally identifiable information that can be used to contact or identify them ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Date of birth
- Phone numbers
- Address
- Medical information
- Gender
- Cookies and Usage Data
- Sensitive Data

Usage Data

The Centre may also collect information on how the centre is accessed and used ("Usage Data"). This Usage Data may include information such as computer internet protocol address (e.g. IP address), browser type, browser version, the pages of the centre's Service visited, the time and date of the visit, the time spent on each page, unique device identifiers and other diagnostic data.

Tracking & Cookies Data

SA Performing Arts Centre uses cookies and similar tracking technologies to track the activity on the website and hold certain information.

Cookies are files with small amounts of data which may include an anonymous unique identifier. Cookies are sent to internet browsers from a website and stored on a device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyse the centre's service.

Clients can instruct their browsers to refuse all cookies or to indicate when a cookie is being sent. However, if these cookies are not accepted, clients may not be able to use some portions of the website.

Examples of Cookies used by the centre:

Session Cookies - to operate our Service.

Preference Cookies - to remember preferences and various settings.

Security Cookies - for security purposes.

Use of Data

SA Performing Arts Centre uses the collected data for various purposes:

- To notify about important information, changes to the services and upcoming opportunities
- To allow participation in online aspects of the Centre when clients choose to do so
- To provide the best possible customer service, customer care and support
- To fully support client welfare
- To provide analysis or valuable information so that improvements can be made to the Centre offer
- To monitor the usage of the centre
- To detect, prevent and address technical issues

Disclosure of Data

Legal Requirements

SA Performing Arts Centre may disclose Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of SA Performing Arts Centre
- To prevent or investigate possible wrongdoing in connection with the Centre
- To protect the personal safety of users of the Centre or the public
- To protect against legal liability

Security of Data

The security of client data is important to the centre however no method of transmission over the Internet, or method of electronic storage is 100% secure. While the centre strives to use commercially acceptable means to protect your Personal Data, this cannot be guaranteed as absolute security. The centre will notify clients within a reasonable time period if there is a data breach.

Service Providers

SA Performing Arts Centre may employ third party companies and individuals to use the Centre ("Service Providers"), to provide alternative experiences.

These third parties have access to client Personal Data only to perform these tasks on the Centre's behalf and are obligated not to disclose or use it for any other purpose.

Links to Other Sites

The Centre service may contain links to other sites that are not operated by the centre. If clients click on a third-party link, they will be directed to that third party's site. The centre strongly advises clients to review the Privacy Policy of every site they visit.

The centre has no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Children's Privacy

SA Performing Arts Centre deals directly with data relating to persons under the age of 18 ("Children").

When collecting this type of data, parental/ legal guardian consent will be obtained first. With regards to children's personal data such as email addresses and phone numbers, these will only be collected if appropriate and consent has been given.

Children will not be used in Centre marketing without permission from a parent/ legal guardian.

Changes to This Privacy Policy

The Centre may update the Privacy Policy from time to time. Clients will be notified of any changes by posting the new Privacy Policy on the centre website.

The Centre will let clients know via email and/or a prominent notice at the centre, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

Clients are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on the Centre website.

Your Rights

Clients should find it easy to access and amend the personal information held by the centre or request no further contact. If clients would like to see what information is held, full details can be requested.

At any time clients have the right to ask the centre to amend or stop how it uses their personal information including for marketing purposes. This can be done by phoning, emailing or writing using the contact details below.

The contact details below can be used to inform the Centre if a client has any concern about the accuracy of personal data held or if they would like their personal information to be removed.

Contact Us

Any questions about this Privacy Policy can be directed to:

By email: enquiries@sage-academy.co.uk

By phone: 0191 224 5604

In person: SA Performing Arts Centre, Potts Street, Newcastle upon Tyne, NE6 1ED