

# Privacy Policy

This policy explains how Yates Academy Ltd collects, uses, and protects your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

---

## LAST UPDATED

May 2026. This policy will be reviewed annually or whenever significant changes occur to our processing activities.

## 1. Who We Are

Yates Academy Ltd is the data controller responsible for your personal data.

**Registered Name:** Yates Academy Ltd

**Registered Address:** 2a Central Avenue, Welling, DA16 3AY

**Trading Address:** Greenwich Centre Business Park, Unit 24, 53 Norman Road, Greenwich, SE10 9QF

**Contact Email:** info@yatesacademy.co.uk

**Website:** www.yatesacademy.co.uk

## 2. What Personal Data We Collect

We may collect the following categories of personal data:

- Identity data: name, date of birth, photograph or headshot
- Contact data: email address, telephone number, home address
- Application data: training history, performance experience, audition footage or video submissions
- Financial data: payment information for course fees (processed securely via our payment provider; we do not store card details)
- Communications data: records of correspondence between you and Yates Academy
- Technical data: IP address and browser information collected via website analytics

## 3. How We Collect Your Data

We collect personal data through the following means:

- Application forms submitted via Google Forms

- Enquiry and booking forms submitted via our website (processed by Formspree)
- Direct correspondence by email or telephone
- In-person interactions at auditions, open days, and training sessions

## 4. How We Use Your Data

We use your personal data for the following purposes:

### Processing applications

To assess applications for our training programmes and communicate with applicants regarding auditions, offers, and enrolment.

*Legal basis: Legitimate interests / Pre-contractual steps*

### Administering enrolment

To manage student enrolment, maintain student records, and fulfil our obligations as a training provider.

*Legal basis: Contract performance*

### Financial administration

To process fee payments and manage payment plans.

*Legal basis: Contract performance*

### Communications

To respond to enquiries, send programme updates, and communicate important information to students and their families.

*Legal basis: Legitimate interests / Consent*

### Legal compliance

To comply with our obligations under UK law, including safeguarding, health and safety, and educational regulations.

*Legal basis: Legal obligation*

### Marketing

To send information about upcoming programmes, open days, or events. You may opt out at any time.

*Legal basis: Consent*

## 5. How Long We Keep Your Data

Data Type	Retention Period
Unsuccessful application data	12 months from application date

Student enrolment records	7 years from end of enrolment
Financial records	7 years (HMRC requirement)
Correspondence	3 years from last contact
Marketing consent records	Until consent is withdrawn

## 6. Sharing Your Data

We do not sell your personal data. We may share it with the following third parties where necessary:

- Google LLC (Google Forms) for application processing. Google's privacy policy applies to data submitted through their platform.
- Formspree Inc for website enquiry forms. Data is transmitted securely and not stored beyond delivery.
- RSL Awards, our awarding body, where required for qualification registration and certification.
- Payment processors for fee collection. We do not retain payment card details.
- Legal or regulatory authorities where required by law.

## 7. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

**Right of access:** You may request a copy of the personal data we hold about you.

**Right to rectification:** You may ask us to correct inaccurate or incomplete data.

**Right to erasure:** You may ask us to delete your data where there is no lawful reason for us to continue holding it.

**Right to restrict processing:** You may ask us to limit how we use your data in certain circumstances.

**Right to data portability:** You may request your data in a structured, commonly used format.

**Right to object:** You may object to processing based on legitimate interests or for direct marketing purposes.

**Right to withdraw consent:** Where processing is based on consent, you may withdraw it at any time.

To exercise any of these rights, please contact us at [info@yatesacademy.co.uk](mailto:info@yatesacademy.co.uk). We will respond within one calendar month.

## 8. Complaints

If you are unhappy with how we have handled your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's data protection supervisory authority.

## **9. Changes to This Policy**

We may update this policy from time to time. The current version will always be available on our website and on request. We will notify enrolled students of any material changes.