

ROYAL ACADEMY OF DANCE

Privacy Notice for McNicol Ballet Collective Insights Event March 2025

Introduction

Royal Academy of Dance (RAD) and McNicol Ballet Collective are working together as joint data controllers for the Insights Event. This privacy notice explains how we will collect, use, and share your personal data for the purposes of managing this event and for marketing communications. It also outlines your rights regarding your personal data.

Who We Are

- **Royal Academy of Dance**

Address: 188 York Road, London SW11 3JZ

Email: info@rad.org.uk

Contact: 0207 326 8000

- **McNicol Ballet Collective**

Address: 5 Ravensdean, Thornhill Road, Huddersfield, HD3 3DD

Email: Andrew.mcnicol@mcnicolballetcollective.co.uk

Contact: Andrew McNicol

What Data We Collect

When you sign up for Insights Event we collect:

- Your name
- Email address
- Contact number
- Any other relevant information necessary for organising the event

How We Use Your Data

Your personal data will be used for the following purposes:

1. **Event Management:** To communicate with you regarding event details and updates.
2. **Marketing Communications:** To send you information about future events, offers, or activities organised by the Royal Academy of Dance and McNicol Ballet Collective.

Marketing Preferences

We value your privacy. By registering for this event, you will receive

marketing communications from both the Royal Academy of Dance and McNicol Ballet Collective, unless you choose to opt out.

You can opt out of marketing communications at any time by:

- Clicking the "opt-out" on the sign up page
- Clicking the "unsubscribe" link in our emails
- Contacting either Royal Academy of Dance or McNicol Ballet Collective directly using the contact details above

How We Share Your Data

As joint controllers, RAD and McNicol Ballet Collective will share your personal data for the purposes described above. Both organisations are responsible for ensuring your data is handled securely and in accordance with data protection laws.

Legal Basis for Processing

We process your personal data on the basis of:

- **Performance of a Contract:** To manage your attendance at the event.
- **Legitimate Interests:** To send you marketing communications about similar events, unless you opt out.

How Long We Keep Your Data

Your personal data will be retained for no longer than necessary for the purposes described above. Marketing data will be retained until you opt out.

Your Rights

Under data protection law, you have the following rights:

- **Access:** Request a copy of your personal data.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Erase:** Request deletion of your data where it is no longer necessary.
- **Objection:** Object to processing for marketing purposes.
- **Data Portability:** Request transfer of your data to another service provider.

To exercise any of these rights, please contact Royal Academy of Dance or McNicol Ballet Collective at the contact details provided.

How to Complain

If you are unhappy with how we have handled your data, please contact us first. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- Website: <https://ico.org.uk>
- Helpline: 0303 123 1113

Contact Us

For any questions regarding this privacy notice or your data, please contact either:

- Royal Academy of Dance at info@rad.org.uk
- McNicol Ballet Collective at Andrew.mcnicol@mcnicolballetcollective.co.uk