



Policy: Facebook Page (for users) GDPR Policy

Purpose and Statement:

Passion2Dance Academy Ltd uses a Facebook page to advertise its services and connect/share with its' (and a wider) audience. The web address for our Facebook page is:
<https://www.facebook.com/passion2dance.co.uk>

Facebook has its own GDPR policies & uses cookies. Please refer to Facebook GDPR policies for further details.

Passion2Dance Academy Ltd is able to process some personal data from interactions with our Facebook page, which is described below, however how Passion2Dance Academy Ltd processes this data is very limited.

Distribution:

- To be displayed on our Facebook Page (LINK)
- This policy will be made available to members of the public on request

Review and monitoring of policy:

- Reviewed annually or in instances of legislative change
- Monitoring is part of Management and Supervision

General Principles:

- Administrators of the Passion2Dance Academy Ltd Facebook Page are authorised Passion2Dance Academy Ltd staff
- Passion2Dance Academy Ltd does not actively collect, harvest or store any data in connection with Facebook

Facebook Posts:

Types of Facebook Posts:

- Marketing/Advertisement of our various courses, events and workshops
- General News and updates including, but not limited to, student achievements, photos from events

If you communicate with Passion2Dance Academy Ltd via the page we will respond to your communications & make information available to you that is relevant to those communications. If you choose to 'like' the page, you can 'unlike' at any time.

As a public Facebook page all communication you share to the page can be seen by anyone. If you need to discuss anything privately with Passion2Dance Academy Ltd, please contact the office.

Anonymous Data:

Administrators of Facebook Pages can obtain anonymous statistical data on visitors to the page, and those who 'like' the page via a function called 'Facebook Insights' which Facebook makes available to them free of charge under non-negotiable conditions of use.

The data is collected by 'cookies', each containing a unique user code, which are active for two years and are stored by Facebook on the device used by visitors to the page. This user code, which can be matched with the connection data of users registered on Facebook, is collected and processed by the Facebook Insight programme.

Anonymous Data our Facebook Page collects:

- Demographic information (including Age, Sex, Location, Relationship Status, Occupations)
- Internet usage (including times online and length of page visits)
- Sales information (including online purchase history, categories of goods or services)

How Passion2Dance Academy Ltd may use this data:

Passion2Dance Academy Ltd may use this anonymous data to target marketing to specific categories of peoples, and to effectively time manage campaigns (in terms of when to release posts and time lengths of special offers etc).

Passion2Dance Academy Ltd may also use this data in the evaluation of marketing campaigns.

How Passion2Dance Academy Ltd retain/archive this information:

Passion2Dance Academy Ltd do not remove any of this anonymous data from Facebook (a GDPR compliant company), except in the instance of reporting the effectiveness of advertising campaigns.

Non-anonymous Data:

Administrators of Facebook Pages can obtain limited personal data about people who choose to 'like' and/or 'follow' the page and/or communicate with the page.

A Facebook user's Name is actively sent by Facebook to the page administrator as a notification.

The Facebook page contains a list of all users who 'like' or 'follow' the page.

Administrators are also able to access the profile of those who choose to 'like' and/or 'follow' the page and/or communicate with the page.

How Passion2Dance Academy Ltd retain/archive this information:

No record of names are removed from Facebook or used for any purpose.