

# EDEN DANCE INSTITUTE — PRIVACY POLICY

Eden Dance Institute (ABN 85 658 944 597) (“EDI”, “we”, “us” or “our”) is committed to protecting the privacy of personal information provided to us or otherwise collected by us, whether offline or online, including through our website (Site).

This Privacy Policy explains how we collect, use, disclose and safeguard your personal information in accordance with the Australian Privacy Principles.

## Personal Information

The types of personal information we may collect about you and/or your child(ren) include:

- Names
- Images of you and/or your child(ren)
- Contact details (including email address, mailing address, street address and/or telephone number)
- Ages and/or dates of birth
- Payment details (processed securely via our third-party payment providers)
- Information relating to class participation and enrolment
- Additional personal information provided directly or indirectly through your use of our Site, associated applications or social media platforms
- Any other personal information requested by us and/or provided by you

As we provide services to children, we may collect personal information about children from their parent or legal guardian. By enrolling a child with EDI, the parent or guardian consents to the collection and handling of the child’s personal information in accordance with this Privacy Policy.

We may collect personal information directly from you or from third parties.

## Collection and Use of Personal Information

We may collect, hold, use and disclose personal information for the following purposes:

- To provide dance classes and related services
- To enable you to access and use our Site and associated platforms
- To contact and communicate with you
- For internal record keeping and administrative purposes
- For invoicing, billing and payment processing
- For safety, welfare and class management purposes

- For advertising and marketing, including sending promotional information about our services (where permitted by law)
- To comply with our legal obligations and resolve disputes

## **Disclosure of Personal Information to Third Parties**

We may disclose personal information to:

- Our employees, teachers, contractors and related entities
- Trusted third-party service providers who assist us in operating our business, including:
  - class management software providers
  - payment processors
  - email and communication platforms
  - website hosting providers
  - marketing and analytics providers
- Anyone to whom our business or assets may be transferred in good faith
- Credit reporting agencies, courts, tribunals and regulatory authorities where payment obligations are not met
- Courts, tribunals, regulatory authorities and law enforcement officers as required by law

Some third-party service providers may store or process personal information overseas. By providing your personal information, you acknowledge and consent to this disclosure where applicable.

## **Cookies and Website Analytics**

Our Site may use cookies and similar tracking technologies to enhance user experience and collect information about how the Site is used.

Cookies do not identify you personally but help us improve our services and marketing. You can adjust your browser settings to refuse cookies if you prefer; however, some parts of the Site may not function properly.

We may also use analytics tools (such as Google Analytics or Meta technologies) to better understand website traffic and improve our services.

## **Photography, Videography and Media**

Photos and videos of students and families may be taken during classes, events or performances and may be used in Eden Dance Institute promotional and marketing materials unless written notice is provided to [info@edendanceinstitute.com](mailto:info@edendanceinstitute.com) prior to participation.

## **Your Rights and Controlling Your Personal Information**

### **Choice and Consent**

By providing personal information to us, you consent to us collecting, holding, using and disclosing your personal information in accordance with this Privacy Policy. You are not required to provide personal information; however, this may affect our ability to provide services.

### **Information from Third Parties**

If we receive personal information about you from a third party, we will protect it as set out in this Privacy Policy. If you provide personal information about another person, you warrant that you have that person's consent.

### **Restrict / Opt-Out**

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by contacting [info@edendanceinstitute.com](mailto:info@edendanceinstitute.com) or using the unsubscribe facility in our communications.

### **Access**

You may request details of the personal information we hold about you. An administrative fee may apply where permitted by law.

### **Correction**

If you believe information we hold about you is inaccurate, out of date, incomplete or misleading, please contact us and we will take reasonable steps to correct it.

### **Complaints**

If you wish to make a complaint about how we have handled your personal information, please email [info@edendanceinstitute.com](mailto:info@edendanceinstitute.com) with full details. We will investigate and respond in writing within a reasonable timeframe.

## **Storage and Security**

We are committed to ensuring that the personal information we collect is secure. We implement appropriate physical, electronic and managerial procedures — including secure third-party platforms and password-protected systems — to safeguard personal information from misuse, interference, loss and unauthorised access, modification or disclosure.

However, no method of transmission over the Internet is completely secure. While we take reasonable steps to protect your information, transmission of data is at your own risk.

## **Updates to This Policy**

We may update this Privacy Policy from time to time to reflect changes to our practices or legal requirements. The updated version will be posted on our Site with the effective date.

## **Contact Us**

If you have any questions about this Privacy Policy or our privacy practices, please contact:

### **Eden Dance Institute**

 [info@edendanceinstitute.com](mailto:info@edendanceinstitute.com)

