

American Musical Theatre Academy - Privacy Notice

This Privacy Notice provides details of the personal data we collect from you, what we do with it, how you might access it and who it might be shared with.

Our Contact Information (Data Controller)

American Musical Theatre Academy

Europa House, 13-17 Ironmonger Row,
London
EC1V 3QG
United Kingdom
Mobile: +44
Telephone: +442072533118

Company Email: admin@theamta.com

What we do with your personal data

We process personal data only for the purpose for which they are collected. The purpose is dependent on whether you use only our website, or additionally, our services. If you use our services you are required to register and we collect your personal data. We use this personal data for the provision of the service or the performance of the contract. We may use your personal data for other similar purposes, including marketing and communications, but that will only occur in the case we have your consent or another legal justification for doing so.

From our **Customers/Clients** we process and retain personal data for the following purposes and periods, with the applicable legal basis.

Processing purpose	Legal basis	Retention period
General administration	we have a contract with the data subject	Until tax or other retention period expires
Communications	we have the data subject's consent	Until consent withdrawn
Debt management	it's in our legitimate interest (Business operations and due Diligence)	Until payment received

From our **Site Visitors** we process and retain personal data for the following purposes and periods, with the applicable legal basis.

Processing purpose	Legal basis	Retention period
Site Security	it's in our legitimate interest (Business operations and due Diligence)	1 month

From our **Suppliers** we process and retain personal data for the following purposes and periods, with the applicable legal basis.

Processing purpose	Legal basis	Retention period
General administration	it's in our legitimate interest (Business operations and due Diligence)	According to our Suppliers Assessment Policy

From our **Tutors** we process and retain personal data for the following purposes and periods, with the applicable legal basis.

Processing purpose	Legal basis	Retention period
General administration	we have a contract with the data subject	Until contract completed
Tutor Pool Management	we have the data subject's consent	Until consent withdrawn
Social Media and PR	we have the data subject's consent	Until consent withdrawn

From our **Students** we process and retain personal data for the following purposes and periods, with the applicable legal basis.

Processing purpose	Legal basis	Retention period
Admissions administration	we have the data subject's consent	Until consent withdrawn
Assessments administration	we have a contract with the data subject	Until contract completed
Industry Professional Referrals	we have the data subject's consent	Until consent withdrawn
Communication	we have a contract with the data subject	Until contract completed
Debt management	it's in our legitimate interest (Business operations and due Diligence)	Until Payment Received
General administration	we have a contract with the data subject	Until contract completed
Stageworks Agency Representation	we have the data subject's consent	Until consent withdrawn
Student Review System	we have a contract with the data subject	Until contract completed
Payment card processing	it's in our legitimate interest (Business operations and due Diligence)	Until tax or other retention period expires
Site management and security	it's in our legitimate interest (Business operations and due Diligence)	1 month
Travel and events management	we have a contract with the data subject	Until contract completed
Social Media, PR and Website	we have the data subject's consent	Until consent withdrawn

What personal data do we collect?

The personal data we collect depends on whether you just visit our website or use our services. If you visit our website, you do not need to provide us with any personal data. However, your browser transmits some data automatically, such as the date and time of retrieval of one of our web pages, your browser type and settings, your operating system, the last web page you visited, the data transmitted and the access status, and your IP address.

If you use our services, personal data is required to fulfill the requirements of a contractual or service relationship, which may exist between you and our organisation.

We collect:

- Banking details
- Confidential correspondence
- Email / social networks
- Name and surname
- Telephone contact details
- Video
- CCTV Video
- Date of Birth (D.O.B)
- Email, Social Networks
- Financial details
- Gender M/F
- Name
- Nationality and Citizenship
- Photographs together with Identifiers
- Reason for absence
- Spotlight Pin
- Video Images
- Postal address
- Digital Images
- Employee performance data
- Photographs with identifiers

We collect sensitive personal data and do so under the following legal basis:

- Medications
 - 9(2)(a) - Explicit consent of the data subject
- Physical and Mental Health Information
 - 9(2)(a) - Explicit consent of the data subject

Who might we share your personal data with?

To maintain and improve our services, your personal data may need to be shared with or disclosed to service providers, other Controllers or, in some cases, public authorities. We may be mandated to disclose your personal data in response to requests from a court, police services or other regulatory bodies. Where feasible, we will consult with you prior to making such disclosure and, in order to protect your privacy, we will ensure that we will disclose only the minimum amount of your information necessary for the required purpose.

We transfer personal data to the following organisations and countries:

Data subject type	Organisation name	Type	Country
Customers/Clients	Google Suite	Processor	United Kingdom
Customers/Clients	Microsoft Office 365	Processor	United Kingdom
Customers/Clients	Xero	Processor	United States
Students	Google Suite	Processor	United Kingdom

Students	Microsoft Office 365	Processor	United Kingdom
Students	Xero	Processor	United States
Suppliers	Google Suite	Processor	United Kingdom
Suppliers	Microsoft Office 365	Processor	United Kingdom
Suppliers	Xero	Processor	United States
Tutors	Google Suite	Processor	United Kingdom
Tutors	Microsoft Office 365	Processor	United Kingdom
Tutors	Xero	Processor	United States

When a Processor or Controller is in a country outside the EU, we apply the necessary safeguards which may include, confirming whether the EC approves of transfers to the country, whether we need to use the EC's model contracts or, if the transfer is internal to our organisation, commitment to Binding Corporate Rules. Details of these safeguards may be obtained by contacting us directly.

How do we look after personal data

We limit the amount of personal data collected only to what is fit for the purpose, as described above. We restrict, secure and control all of our information assets against unauthorised access, damage, loss or destruction; whether physical or electronic. We retain personal data only for as long as is described above, to respond to your requests, or longer if required by law. If we retain your personal data for historical or statistical purposes we ensure that the personal data cannot be used further. While in our possession, together with your assistance, we try to maintain the accuracy of your personal data.

How can you access your personal data?

You have the right to request access to any of your personal data we may hold. If any of that information is incorrect, you may request that we correct it. If we are improperly using your information, you may request that we stop using it or even delete it completely.

If you would like to make a request to see what personal data of yours we might hold, you may make a request from our company website or [here](#).

Where you have previously given your consent to process your personal data, you also have the right to request that we port or transfer your personal data to a different service provider or to yourself, if you so wish.

Where it may have been necessary to get your consent to use your personal data, at any moment, you have the right to withdraw that consent. If you withdraw your consent, we will cease using your personal data without affecting the lawfulness of processing based on consent before your withdrawal.

Our Supervisory Authority

You have the right to lodge a complaint with any Supervisory Authority. See our Supervisory Authority contact details below

The Information Commissioner's Office
Water Lane, Wycliffe House
Wilmslow - Cheshire SK9 5AF

United Kingdom
international.team@ico.org.uk
+44 1625 545 745
www.ico.org.uk