



H O U S E O F M O T I O N

PRIVACY POLICY

House Of Motion Studio Ltd

1 Cranmore House, Lisburn Road, Belfast

1. Introduction

House Of Motion Studio Ltd is committed to protecting and respecting your privacy.

This policy explains how we collect, use, and protect personal data in accordance with UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR).

2. Information We Collect

We may collect and process the following data:

- Personal details (name, email address, phone number)
- Parent/guardian details (for children's programmes)
- Child's name, age, and relevant information
- Emergency contact information
- Medical or additional needs information (where provided)
- Booking and payment details
- Marketing preferences

3. How We Use Your Information

We use your information to:

- Manage class bookings and payments
- Communicate important information regarding classes and services

- Ensure the safety and wellbeing of participants
- Provide customer support
- Send updates, offers, and marketing communications (where consent has been given)

4. Legal Basis for Processing

We process personal data based on:

- Contractual necessity (to deliver services)
- Legal obligations
- Legitimate business interests
- Consent (for marketing and media use)

5. Data Sharing

We do not sell or share personal data with third parties for marketing purposes.

We may share data with:

- Payment processors
- Booking platforms
- Legal or regulatory authorities (if required)

6. Data Storage & Security

House Of Motion Studio Ltd takes appropriate measures to protect personal data, including:

- Secure digital systems
- Restricted access to information
- Password-protected platforms

Data is only retained for as long as necessary for operational and legal purposes.

7. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data
- Object to processing
- Withdraw consent at any time

Requests should be made in writing to House Of Motion Studio Ltd.

8. Marketing Communications

You will only receive marketing communications where:

- you have opted in, or
- there is a legitimate interest based on your engagement with our services

You may opt out at any time.

9. Children's Data

We only collect children's data where necessary for participation in our programmes and with parent/guardian consent.

We take additional care to ensure such data is handled securely and appropriately.

10. Updates to This Policy

House Of Motion Studio Ltd reserves the right to update this policy at any time.

The latest version will always be available upon request or via official channels.