

Privacy Policy

Last updated: September 2026

Bristol Academy of Drama takes the privacy and security of our students and families seriously. This Privacy Policy explains what personal information we collect, why we collect it, how we use and protect it, and the rights you have in relation to your information.

This policy applies to children and young people attending Bristol Academy of Drama, their parents and guardians, adult students, people making enquiries or joining our mailing lists, and customers booking our classes, workshops, performances and other activities.

What information do we collect?

The information we collect depends on your relationship with Bristol Academy of Drama and the services you use.

This may include:

- your name, address, email address and telephone number;
- for children and young people, their name, date of birth and parent or guardian details;
- for adult students, their own contact and registration details;
- emergency contact information;
- relevant medical, allergy, accessibility or other information provided to us to help us keep students safe and appropriately supported;
- class, workshop, attendance, membership and booking information;
- payment and transaction information;
- communications and enquiries you send to us;
- marketing preferences;
- photography and video preferences; and
- photographs and video recordings taken during our activities.

We only ask for information that is relevant to providing our services, running Bristol Academy of Drama safely and effectively, communicating with you, or meeting our legal obligations.

How do we use your information?

We may use personal information to:

- register students for classes, workshops and other activities;
- administer bookings, payments and memberships;
- manage attendance and class records;
- communicate important information about classes, workshops, performances and events;
- contact parents, guardians or emergency contacts where necessary;
- provide a safe and appropriate environment for students;
- respond to enquiries;
- manage taster sessions and waiting lists;

- administer performances, tickets and events;
- send information about Bristol Academy of Drama's classes, workshops and other opportunities where we are permitted to do so;
- take, store, share and use photographs and video as explained in the Photographs and Video section below;
- maintain appropriate business and financial records; and
- meet our legal, safeguarding and regulatory responsibilities.

Our reasons for using your information

Under UK data protection law, we must have a lawful reason for collecting and using personal information.

Depending on the information and why we are using it, this may be because:

- it is necessary to provide a service you have requested or fulfil our agreement with you;
- we have a legal obligation;
- it is necessary for our legitimate interests in operating and developing Bristol Academy of Drama, provided those interests do not override an individual's rights and interests;
- it is necessary to protect someone's vital interests; or
- you have given us your consent.

Where we rely on consent, you can withdraw that consent at any time.

Some information, such as relevant health information, may require additional protection under data protection law. We only collect and use this information where it is necessary and we have an appropriate legal basis for doing so.

Children and young people's information

Because many of our students are children and young people, we take particular care with their personal information.

For students under 18, information is normally provided by their parent or legal guardian. We use this information to administer their participation in our activities, communicate with their parent or guardian and help us provide a safe and appropriate environment.

We ask parents and guardians to ensure that the information they provide is accurate and to update it if circumstances change.

Photographs and video

Photographs and video recordings are an important part of recording and celebrating the work our students create at Bristol Academy of Drama.

Photography and filming may take place during classes, workshops, sharings, showcases, performances and other BAD activities and events.

Performances, sharings and group activities

We may photograph or film performances, showcases, class sharings and other group activities as part of the normal operation of Bristol Academy of Drama.

These photographs and recordings may include all students taking part, regardless of whether permission has been given for their image to be used publicly.

For example, our productions may be professionally photographed and/or filmed. It would not normally be practical to photograph or film a group performance while excluding individual students without affecting the experience of the other students and families taking part.

Photographs and recordings from these activities may be made available privately to the students and families involved. This may include photographs or recordings in which a student appears even where permission has not been given for their image to be used publicly or promotionally.

Public and promotional use of images

Permission for Bristol Academy of Drama to **use or publish a student's image publicly** is separate from the taking of photographs and recordings described above.

When registering a child or young person, their parent or legal guardian is asked to provide their preferences regarding the public and promotional use of their child's image. Adult students provide their own preferences.

Where the appropriate permission has been provided, photographs and video may be used by Bristol Academy of Drama on our website and social media channels, in emails and newsletters, printed promotional materials, advertising, press and publicity, and other materials promoting BAD and its activities.

Where permission for public or promotional use has **not** been provided, we will not knowingly use an identifiable photograph or video of that student for those purposes.

When selecting photographs or video from performances or group activities for public or promotional use, we will check the permissions held for the students shown and exclude images containing students for whom the appropriate permission has not been provided.

We will not normally identify a child or young person by their full name alongside a publicly used photograph or video. If there is a particular reason why we would like to identify a student, we will seek appropriate permission first.

If you do not want a student photographed or filmed at all

Choosing not to allow the **public or promotional use** of a student's image does not mean that the student will not be photographed or filmed during a class, sharing, showcase, performance or other group activity.

If there is a particular reason why a child or young person **must not be photographed or filmed at all**, including appearing in photographs or recordings shared privately with participating families, their parent or legal guardian must contact us at hello@bristolacademyofdrama.co.uk.

We will discuss the circumstances with you and what arrangements can reasonably be made. In some activities, particularly performances and large group events, avoiding all incidental capture may not be possible without affecting the student's participation in the activity.

Adult students should contact us directly if they require the same restriction.

Changing image permissions

Parents and legal guardians can change their child's permissions for the public and promotional use of images at any time by updating the preferences in their **Thrive4 account**. Adult students can update their own preferences in the same way.

If you are unable to update your preferences through Thrive4, please contact us at hello@bristolacademyofdrama.co.uk.

Changes will apply to future use of images. Where permission is withdrawn, we will also take reasonable steps to stop using existing images where practicable. However, it may not always be possible to remove material that has already been printed, published, distributed or shared outside our direct control.

Photographs and recordings will be stored and handled with appropriate care and retained only for as long as they remain appropriate for the purpose for which they were taken.

Marketing and keeping in touch

We may send you information about Bristol Academy of Drama's classes, workshops, performances, events and other opportunities where you have asked to hear from us or where we are otherwise permitted to do so.

You can unsubscribe from marketing emails at any time by using the unsubscribe option contained in our emails or by contacting us at hello@bristolacademyofdrama.co.uk.

Unsubscribing from marketing does not prevent us from sending essential administrative communications relating to a current class, workshop, membership, booking, payment, performance or other service.

Who do we share information with?

We do **not sell or rent personal information** to third parties.

We use trusted service providers to help us operate Bristol Academy of Drama. These may include providers of:

- booking and registration systems;
- payment processing;
- customer relationship management (CRM) systems;
- email and communications services;
- website and hosting services;
- secure cloud storage;
- analytics services;
- ticketing; and
- other administrative and technology services required to run our activities.

These organisations may process personal information on our behalf where this is necessary to provide their services to us.

As explained above, photographs and recordings of performances, sharings and other activities may also be shared privately with participating students and their families.

We may disclose information where we are legally required to do so or where this is necessary for safeguarding, the prevention or detection of crime, or the protection of someone's vital interests.

Keeping your information secure

We take appropriate steps to protect the personal information we hold against loss, misuse, unauthorised access, disclosure or alteration.

Access to personal information is limited to those members of our team and service providers who need it for an appropriate operational, business, legal or safeguarding purpose.

How long do we keep your information?

We do not keep personal information for longer than is reasonably necessary.

Different types of information may need to be kept for different periods depending on why it was collected and any legal, financial, insurance, safeguarding or regulatory requirements that apply.

We regularly review the information we hold and delete or securely dispose of information when it is no longer required.

Your rights

Under UK data protection law, you have rights in relation to your personal information.

Depending on the circumstances, these may include the right to:

- ask us what personal information we hold about you;
- receive a copy of your personal information;
- ask us to correct inaccurate or incomplete information;
- ask us to delete personal information in certain circumstances;
- ask us to restrict certain uses of your information;
- object to certain uses of your information;
- receive certain information in a portable format; and
- withdraw consent where we are relying on consent to use your information.

These rights are not absolute and there may be circumstances where we are legally entitled or required to retain or continue using particular information.

You have the right to object to your personal information being used for direct marketing at any time.

To make a request, please contact us at hello@bristolacademyofdrama.co.uk. We may need to ask for information to confirm your identity before responding.

We will respond within the timescales required by UK data protection law.

Cookies and website usage information

Our website may use cookies and similar technologies to help it operate and to understand how visitors use it.

Information collected may include your IP address, approximate geographical location, browser and device type, operating system, referral source, pages visited and information about the timing and pattern of website use.

We may use analytics services, including Google Analytics, to help us understand website usage and improve our website and services.

Where required, you will be given choices regarding non-essential cookies through our website's cookie settings.

Legal requirements

We may be required to disclose personal information to comply with a legal obligation, court order or request from an appropriate authority.

Where legally permitted and appropriate, we will seek to inform you if this happens.

Complaints

If you have a question or concern about how Bristol Academy of Drama uses your personal information, please contact us in the first instance at hello@bristolacademyofdrama.co.uk.

You also have the right to raise a concern with the **Information Commissioner's Office (ICO)**, the UK's independent regulator for data protection.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time, for example if our services, systems or legal obligations change.

The latest version will be published on our website and the date at the top of this policy will show when it was last updated.

Contact us

If you have any questions about this Privacy Policy or the personal information Bristol Academy of Drama holds about you or your child, please contact us:

Bristol Academy of Drama

Email: hello@bristolacademyofdrama.co.uk