

# phox dance academy

## PRIVACY & POPIA POLICY

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At PHOX Dance Academy, we treat your personal information like we treat our students: with care, respect, and a commitment to safety. As a family-owned business in Paarl, we value the trust you place in us. This policy explains how we handle your data in accordance with the South African Protection of Personal Information Act (POPIA).

### 1. What Information We Collect

To provide you with the best dance experience, we collect:

- 1.1 Contact Details: Name, email, and phone number (so we can reach you about classes).
- 1.2 Student Info: Age and dance level (to place you in the right class).
- 1.3 Health & Safety: Any physical conditions we should know about to keep you safe on the floor.
- 1.4 Payment Info: Records of your tuition and fees.

### 2. How We Use Your Information

We only use your data to:

- 2.1 Manage your class bookings and private lessons.
- 2.2 Send you studio updates, schedules, and the occasional "Quote of the Week."
- 2.3 Ensure your safety during physical activity.
- 2.4 Process your payments securely.

### 3. Photos & Social Media

We love celebrating your progress! We may occasionally take photos or videos during classes or events for our Facebook and Instagram pages.

Your Choice: We will always ask for your consent before using your image. If you'd prefer to keep your dance moves private, just let us know!

### 4. Keeping Your Data Safe

Your information is stored securely and is only accessible by the PHOX management team. We never sell, rent, or trade your personal details with third parties for marketing purposes.

### 5. Your Rights (The POPIA Bit)

Under POPIA, you have the right to:

- 5.1 View: Ask us what info we have about you.
- 5.2 Correct: Ask us to update or fix your details.
- 5.3 Delete: Ask us to remove your info if you are no longer dancing with us.
- 5.4 Unsubscribe: Opt-out of our newsletters at any time.

### 6. Contact Our Office

If you have any questions about your privacy or how we handle your data, please contact the owners at the studio:

Email: [info@phoxdanceacademy.com](mailto:info@phoxdanceacademy.com)

Address: 107 The Towers, 333 Main Rd, Paarl