



# Privacy Statement

## Introduction

**Amy Walton trading as Buckin' Boots Line Dancing** is a sole trader whose address is **Sovereign Quarter Horses, Coldham Bank, March, PE15 0BS** ("we", "our", "us" in this Privacy Statement).

Buckin' Boots Line Dancing is responsible for collecting, processing, storing, and safeguarding personal and other information as part of providing services and carrying out regular business activities. We manage personal information in accordance with applicable data protection legislation, including the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

Any questions regarding our processing of personal data should be directed to:

[✉ howdy@buckinbootslinedancing.com](mailto:howdy@buckinbootslinedancing.com)

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## Data Processing Principles

We take protecting your privacy and personal data seriously. This Privacy Statement explains what personal data we collect, how we use it, how it is stored and protected, and your rights as a data subject.

This statement applies to all personal data processed by us where we act as a data controller, regardless of how the data is collected or where individuals are located.

We are guided by the following principles:

- We only collect personal data for specific, explicit purposes
- We do not collect more data than is necessary
- We only process data where we have a lawful business reason
- We do not use data for purposes other than those stated or agreed
- We keep personal data accurate and up to date
- We apply appropriate technical and organisational security measures
- We retain data only for as long as necessary or required by law

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## What Information We Collect

We only collect personal data necessary to deliver our services. This may include:

- Contact details
- Personal identifiers
- Bank and financial information
- Occupational or business information
- Lifestyle or social information relevant to our services
- Dance goals, aspirations, and development objectives
- Website usage and technical data (such as IP address)

### Special Category Data

Occasionally, we may collect special category data (e.g. medical information) where necessary for service delivery. This will only be collected with your **explicit consent** and handled in accordance with ICO guidance.

Please do not provide personal or sensitive data that we have not requested.

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## How We Collect, Use & Share Personal Data

Most data is provided directly by you when you:

- Sign up to our mailing list or newsletter
- Download opt-in resources
- Book a lesson, course, event, or programme
- Contact us via website, email, phone, or social media
- Engage with us in a commercial capacity
- Interact with our website, blog, or social platforms

We may also receive data from third parties (e.g. social media platforms) where you have given consent or where lawful.

### How We Use Your Data

We use personal data to:

- Process bookings and payments
- Create and manage client records

- Communicate with you about services
- Send marketing communications (with consent)
- Respond to enquiries
- Request feedback or participation in surveys
- Improve website functionality and user experience
- Provide personalised content or advertising
- Notify you of service updates or changes

**We do not sell or rent your personal data.** Data is only shared with trusted third-party providers where necessary to deliver our services and where appropriate safeguards are in place.

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## How We Store & Transfer Your Information

We implement appropriate technical and organisational measures to protect personal data. Data is stored securely on password-protected cloud-based systems accessible only to authorised persons.

Some service providers may process data outside the UK/EEA. In such cases, we ensure appropriate safeguards are in place to provide equivalent protection, including recognised international data protection frameworks.

We maintain procedures for handling data breaches and will notify the relevant authorities and affected individuals where legally required.

## Data Retention

We retain personal data only as long as necessary, typically **up to 3 years**, unless legal or legitimate business reasons require longer retention.

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## Legal Basis for Processing

We process personal data under one or more lawful bases, including:

- Consent
- Performance of a contract
- Legal obligation
- Legitimate business interests
- Vital interests
- Public interest

Special category data is only processed with explicit consent or where legally permitted.

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## Your Rights as a Data Subject

You have the right to:

- Access your personal data
- Withdraw consent at any time
- Request data portability (where applicable)
- Request correction of inaccurate data
- Request erasure of data (subject to legal limitations)
- Request restriction of processing
- Object to processing based on legitimate interests
- Lodge a complaint with the **Information Commissioner's Office (ICO)**

 Requests can be made via **howdy@buckinbootslinedancing.com**

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## Links to Other Websites

Our website may contain links to third-party websites. We are not responsible for their privacy policies or practices. Please review third-party policies before submitting personal data.

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## Marketing Emails

We only send marketing communications where you have opted in or consented. You may unsubscribe at any time by:

- Clicking the unsubscribe link in our emails, or
- Emailing **howdy@buckinbootslinedancing.com**

Unsubscribes may take up to 24 hours to take effect.

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## Cookies & Website Analytics

We use cookies and analytics tools to improve website performance and user experience. Data collected may include:

- Visitor numbers
- Pages viewed and time spent
- Interaction data
- Referral sources
- Technical device information

Some data may be used for targeted advertising on platforms such as Facebook, Instagram, Google, or X (formerly Twitter).

You can manage cookies through your browser settings. Disabling cookies may limit website functionality.

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## Changes to This Privacy Statement

This Privacy Statement was **last updated in January 2026** and is reviewed every 6 months or when relevant legislation changes.

We may update this policy from time to time. Material changes will be communicated where appropriate, and the most recent version will always be available on our website.

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## Contact Us

If you have any questions or concerns about this Privacy Statement or how we manage personal data, please contact:

 [howdy@buckinbootslinedancing.com](mailto:howdy@buckinbootslinedancing.com)

If you remain dissatisfied, you may contact the UK supervisory authority:  
**Information Commissioner's Office (ICO)** – <https://ico.org.uk>

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