

STARMAKER PERFORMING ARTS ACADEMY PRIVACY POLICY

Starmaker PAA Ltd Trading as Starmaker Performing Arts Academy	Last updated August 2026
Company number 09503226	Registered office 126 Bold Street, Fleetwood, England, FY7 6HW

At Starmaker Performing Arts Academy, we take your privacy seriously.

We are committed to protecting the personal information of our students, parents and carers, staff, contractors, volunteers and anyone else who interacts with Starmaker.

This Privacy Policy explains what personal information we collect, why we collect it, how we use it, who we may share it with, how we protect it and the rights you have in relation to your personal information.

Starmaker PAA Ltd complies with applicable UK data protection legislation, including the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**, as amended from time to time.

1. WHO ARE WE?

Starmaker PAA Ltd, trading as Starmaker Performing Arts Academy, is the organisation responsible for your personal information.

Company number: 09503226

Registered office: 126 Bold Street, Fleetwood, England, FY7 6HW

Starmaker PAA Ltd is the data controller for personal information collected and used in connection with our academy, classes, trial sessions, performances, examinations, events, enquiries and related activities.

Data Protection Contact: Natasha Brooke

Email: info@starmakerpaa.co.uk

Telephone: 07546 813 697

2. WHAT DOES THIS PRIVACY POLICY COVER?

This Privacy Policy applies to personal information collected through the Starmaker website, online enquiry and registration forms, trial applications, student registration, parent and carer communications, email, telephone, text messages, WhatsApp, social media, Google Forms, Google Workspace, class and attendance records, performance and event arrangements, costume and production arrangements, LAMDA and other examination arrangements, GoCardless and payment administration, and other Starmaker activities and services.

Our website may contain links to third-party websites and services. Once you leave the Starmaker website, the privacy practices of the relevant third party will apply.

3. WHAT IS PERSONAL DATA?

Personal data means information relating to an identified or identifiable living individual. This can include names, addresses, telephone numbers, email addresses, identification numbers, online identifiers, photographs, video recordings and information relating to a person's circumstances.

Personal information may exist in electronic or paper form.

4. WHAT PERSONAL INFORMATION DO WE COLLECT?

Parents and carers: name, email, telephone number, address, information provided when contacting us, information about your child, age or date of birth, school year, registration and trial information, class and timetable information, payment and account information, performance and event information, photography and filming permissions, communication preferences and other information voluntarily provided.

Students: name, date of birth or age, address where required, parent or carer contact details, school year, emergency contacts, attendance, class and timetable information, examination and assessment information, performance information, costume and production information, and photographs/video where appropriate permission has been provided.

Where necessary for safety, wellbeing or participation, we may also collect relevant information about medical conditions, allergies, injuries, medication, accessibility requirements, disability, additional support requirements, safeguarding matters and other relevant health or welfare information.

5. HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We may collect information when you contact us by email, telephone, text, website or social media; complete an enquiry, trial or registration form; register your child; complete forms for classes, rehearsals, performances, events, costumes or examinations; book or pay for services; set up or complete a Direct Debit/GoCardless form; communicate with Starmaker; attend activities; provide information in person or through WhatsApp; or give permission for photographs or video to be used.

We use Google Forms and Google Workspace to collect and manage information needed to operate Starmaker. We use GoCardless to facilitate Direct Debit payments and may receive payment status, dates, amounts and related account information. We may also use Mailchimp for email communications.

6. WHY DO WE USE YOUR PERSONAL INFORMATION?

We use personal information to respond to enquiries, arrange trials, process registrations, provide classes and activities, communicate with parents and carers, manage attendance and emergency information, organise performances, rehearsals, costumes and productions, enter students for LAMDA or other examinations, manage payments and memberships, maintain records, safeguard students and staff, deal with emergencies, support participation and wellbeing, make arrangements for additional needs, meet legal and regulatory requirements, maintain system security, manage staff and contractors, respond to complaints, protect legal rights and provide information about Starmaker activities, events and services where we have a lawful basis.

7. OUR LAWFUL BASIS FOR USING YOUR INFORMATION

Contract: where necessary to provide requested services, administer membership or registration, or take steps before an agreement.

Legal obligation: where required to comply with legal or regulatory obligations, including safeguarding, accounting, taxation, insurance or employment requirements.

Legitimate interests: where necessary for legitimate operation and management of Starmaker, provided our interests do not unfairly override individual rights.

Consent: where we ask permission for a specific use. Consent may be withdrawn at any time without affecting processing already carried out.

8. CHILDREN'S PERSONAL INFORMATION

Starmaker works primarily with children and takes the protection of children's personal information particularly seriously.

Younger students' information will generally be provided by a parent or person with parental responsibility.

We collect only information relevant and necessary to the purpose, take appropriate steps to protect it and limit access to those with a legitimate reason. Parents and carers are responsible for keeping information accurate and up to date. Children may have their own data protection rights depending on age, understanding and circumstances.

9. HEALTH, MEDICAL AND ADDITIONAL SUPPORT INFORMATION

Starmaker may collect information about health, medical needs, allergies, injuries, accessibility or additional support requirements to keep students safe, respond to emergencies, make appropriate participation arrangements and meet safeguarding responsibilities.

Health information is special category personal data under the UK GDPR and receives additional protection. It will only be collected and used where necessary and where an appropriate lawful basis and additional condition apply.

10. SAFEGUARDING INFORMATION

The safety and welfare of children attending Starmaker is of the utmost importance. We may collect, record or use personal information where necessary for safeguarding purposes.

Where necessary and lawful, safeguarding information may be shared with appropriate organisations, professionals, authorities or emergency services. Sharing will be lawful, necessary and proportionate.

11. PHOTOGRAPHS, VIDEO AND MEDIA

Starmaker may take photographs and video during classes, rehearsals, performances, shows, awards events and other activities. These may be used for recording activities, performance memories, programmes, the Starmaker website and social media, promotional materials, advertising, publicity, promotional videos and appropriate internal staff or safeguarding training.

Where promotional or publicity use requires permission, appropriate permission will be obtained.

12. PHOTOGRAPHIC AND VIDEO CONSENT

Where Starmaker requests consent for identifiable photographs or video of a child for promotional, publicity or other specified purposes, consent will be obtained through the Starmaker registration or consent process.

This may include the website, social media, printed promotional materials, flyers, posters, programmes, promotional videos, displays and other Starmaker promotional materials. Where specifically stated and appropriately permitted, images may also be used by Performing Arts In Education Ltd, an associated company.

Parents and carers can withdraw photographic consent at any time. Withdrawal does not affect previous processing. Where reasonably possible, Starmaker will remove images from Starmaker-controlled websites and social media following a valid request, but cannot guarantee removal of material already copied or shared by others.

13. PHOTOGRAPHY AND FILMING AT PERFORMANCES

Where Starmaker permits parents and carers to photograph or film their own child, this is subject to Starmaker or venue instructions. Photography and filming must not take place in changing rooms, backstage areas, toilets or other private areas. Parents and carers must not intentionally photograph or film other children without appropriate permission. Starmaker may restrict or prohibit filming where necessary for safeguarding, privacy, venue requirements or student welfare.

14. EXTERNAL PHOTOGRAPHERS AND VIDEOGRAPHERS

Starmaker may engage external photographers, videographers or other suitably appointed third parties. We will take appropriate steps to ensure relevant safeguarding, confidentiality and data protection requirements are followed.

15. COMMUNICATIONS AND MARKETING

Starmaker uses email, Mailchimp, WhatsApp and text message for classes, rehearsals, performances, events, important notices and Starmaker news. We may use contact details for relevant Starmaker activities and services where we have a lawful basis. Where consent is required for direct marketing, we will ask separately. Marketing preferences can be changed or withdrawn and marketing emails provide an unsubscribe mechanism.

16. PAYMENTS AND GOCARDLESS

Starmaker uses GoCardless to collect certain payments. Payment information provided through GoCardless is processed by GoCardless under its own privacy policy and applicable requirements. Starmaker may receive information needed to administer accounts and payments, including name, status, dates and amounts. Starmaker does not ask parents or carers to provide full bank account details directly where payment is collected securely through GoCardless.

17. PERFORMANCE AND COSTUME INFORMATION

We may collect practical information needed to organise classes, rehearsals, performances and events, including costume sizes, shoe sizes where required, costume and performance requirements, attendance, rehearsal information and other production information.

18. FRANCHISE LOCATIONS AND WEBSITE ENQUIRIES

Starmaker PAA Ltd operates the Starmaker brand through its own academy and authorised franchise locations.

The Starmaker website allows visitors to select the Starmaker academy they are interested in when submitting an enquiry, trial application or other online form.

The information provided will be directed to the relevant Starmaker academy so that the appropriate Principal can respond to the enquiry and provide information about classes, trial sessions, memberships and services available at that location.

Starmaker Poulton: enquiries are directed to Natasha Brooke, Principal, operated by Starmaker PAA Ltd. The general Starmaker contact email is info@starmakerpaa.co.uk.

Starmaker Fleetwood: enquiries are directed to Lucy Spencer, Principal. The Fleetwood enquiry email is fleetwood@starmakerpaa.co.uk.

The relevant franchisee is responsible for the operation and management of their franchised business and is required under the franchise agreement to comply with applicable data protection legislation and Starmaker's operational requirements.

Where appropriate, personal information may be shared between Starmaker PAA Ltd and an authorised franchisee for enquiries, registrations, customer administration, payments, customer transfers and continued provision of Starmaker services.

Any sharing of personal information between Starmaker PAA Ltd and an authorised franchisee will be carried out in accordance with applicable data protection legislation and relevant contractual arrangements.

When submitting an online enquiry, you should select the Starmaker academy you are interested in. Your information will then be directed to the relevant academy for the purpose of responding to your enquiry.

19. WHO DO WE SHARE PERSONAL INFORMATION WITH?

We do not sell personal information. We only share personal information where there is a lawful reason to do so.

Where necessary, information may be shared with GoCardless, Google Forms and Google Workspace, Mailchimp, website and hosting providers, IT and software providers, communication providers, examination organisations including LAMDA, venues and event providers, external photographers/videographers, professional advisers, insurers, safeguarding organisations or professionals, regulators and public authorities, emergency services, and authorised Starmaker franchisees where appropriate.

20. THIRD-PARTY SERVICE PROVIDERS

Trusted technology and service providers may process personal information on our behalf, including Google Forms and Google Workspace, GoCardless, Mailchimp, website and hosting providers, communication providers and other systems required to administer Starmaker.

21. BUSINESS TRANSFERS

If Starmaker PAA Ltd is sold, transferred, merged or undergoes a change in ownership or structure, personal information may be transferred as part of that transaction where legally permitted. Any new owner or organisation receiving personal information must handle it in accordance with applicable data protection legislation.

22. HOW DO WE PROTECT YOUR INFORMATION?

Starmaker takes appropriate technical and organisational measures against unauthorised access or disclosure, unlawful processing, accidental loss, destruction, damage and unauthorised alteration.

Measures may include password protection, controlled access, secure electronic and physical storage, restricted access, secure deletion and disposal, appropriate device security and confidential disposal of paper records. Staff, contractors and others with access are expected to keep information confidential and secure.

23. HOW LONG DO WE KEEP YOUR INFORMATION?

We do not keep personal information longer than necessary unless required or permitted by law. Retention depends on the information, purpose, relationship with Starmaker, legal/regulatory requirements, accounting and financial requirements, safeguarding requirements and potential legal claims.

We regularly review information held and securely delete, destroy or anonymise information when no longer required.

24. HOW DO WE USE COOKIES?

Our website may use cookies and similar technologies. Some are necessary for operation; others may support analytics, functionality, performance and understanding website use. Where consent is required for non-essential cookies, an appropriate consent mechanism will be provided. Further information may be provided in a separate Cookie Policy or Notice.

25. WEBSITE AND SOCIAL MEDIA

Third-party websites and services linked from our website operate under their own privacy practices. We are not responsible for their privacy practices, content or security. Social media platforms operate independently and have their own privacy policies.

26. KEEPING YOUR INFORMATION ACCURATE

Parents and carers should notify Starmaker as soon as possible if address, telephone number, email address, emergency contacts, medical information, allergy information, support requirements or safeguarding information changes.

27. COMPLAINTS

Please contact Starmaker first so that we can investigate and resolve concerns directly.

Natasha Brooke

Email: info@starmakerpaa.co.uk

Telephone: 07546 813 697

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent regulator for data protection.

28. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy because data protection legislation, ICO guidance, our services, systems, technology or processing practices may change. The most recent version will be made available on the Starmaker website.

29. CONTACT US

Starmaker Performing Arts Academy

Data Protection Contact: Natasha Brooke

Email: info@starmakerpaa.co.uk

Telephone: 07546 813 697

Registered Office: 126 Bold Street, Fleetwood, England, FY7 6HW

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