



<b>Policy:</b> Facebook Page (for users) GDPR Policy
<b>Date Adopted:</b> 26/10/2021
<b>Purpose and Statement:</b>  Louise Wright Dance uses a Facebook page to advertise its services and connect/share with its' (and a wider) audience. The web address for our Facebook page is: <a href="http://www.fb.com/misslouisewrightdance">www.fb.com/misslouisewrightdance</a>  Facebook has its own GDPR policies & uses cookies. Please refer to Facebook GDPR policies for further details.  Louise Wright Dance is able to process some personal data from interactions with our Facebook page, which is described below, however how Louise Wright Dance processes this data is very limited.
<b>Distribution:</b> <ul style="list-style-type: none"><li>• To be displayed on our Facebook Page (LINK)</li><li>• This policy will be made available to members of the public on request</li></ul>
<b>Review and monitoring of policy:</b> <ul style="list-style-type: none"><li>• Reviewed annually or in instances of legislative change</li><li>• Monitoring is part of Management and Supervision</li></ul>

<b>General Principles:</b> <ul style="list-style-type: none"><li>• Administrators of the Louise Wright Dance Facebook Page are authorised Louise Wright Dance staff</li><li>• Louise Wright Dance does not actively collect, harvest or store any data in connection with Facebook</li></ul>
<b>Facebook Posts:</b>  <b>Types of Facebook Posts:</b> <ul style="list-style-type: none"><li>• Marketing/Advertisement of our various courses, events and workshops</li><li>• General News and updates including, but not limited to, student achievements, photos from events</li></ul> If you communicate with Louise Wright Dance via the page we will respond to your communications & make information available to you that is relevant to those communications. If you choose to 'like' the page, you can 'unlike' at any time.

As a public Facebook page all communication you share to the page can be seen by anyone. If you need to discuss anything privately with Louise Wright Dance, please contact via E-mail Louise\_Wright@live.co.uk

#### **Anonymous Data:**

Administrators of Facebook Pages can obtain anonymous statistical data on visitors to the page, and those who 'like' the page via a function called 'Facebook Insights' which Facebook makes available to them free of charge under non-negotiable conditions of use.

The data is collected by 'cookies', each containing a unique user code, which are active for two years and are stored by Facebook on the device used by visitors to the page. This user code, which can be matched with the connection data of users registered on Facebook, is collected and processed by the Facebook Insight programme.

#### **Anonymous Data our Facebook Page collects:**

- Demographic information (including Age, Sex, Location, Relationship Status, Occupations)
- Internet usage (including times online and length of page visits)
- Sales information (including online purchase history, categories of goods or services)

#### **How Louise Wright Dance may use this data:**

Louise Wright Dance may use this anonymous data to target marketing to specific categories of peoples, and to effectively time manage campaigns (in terms of when to release posts and time lengths of special offers etc).

Louise Wright Dance may also use this data in the evaluation of marketing campaigns.

#### **How Louise Wright Dance retain/archive this information:**

Louise Wright Dance do not remove any of this anonymous data from Facebook (a GDPR compliant company), except in the instance of reporting the effectiveness of advertising campaigns.

#### **Non-anonymous Data:**

Administrators of Facebook Pages can obtain limited personal data about people who choose to 'like' and/or 'follow' the page and/or communicate with the page.

A Facebook user's Name is actively sent by Facebook to the page administrator as a notification. The Facebook page contains a list of all users who 'like' or 'follow' the page.

Administrators are also able to access the profile of those who choose to 'like' and/or 'follow' the page and/or communicate with the page.

#### **How Louise Wright Dance retain/archive this information:**

No record of names are removed from Facebook or used for any purpose.

#### **Further Privacy Policies:**

Please see our full privacy policy for further information – LWD Data Protection GDPR Policy 2021