



DPA Academy of Dance & Performing Arts

The Studio, 1A & 2 Longs Business Estate, Englands Lane, Gorleston, Norfolk. NR31 6NE

Policy:

Facebook Page Staff, Volunteers, Students and Trustees of DPA GDPR Policy

Date Adopted: 1st June 2021

Purpose and Statement:

DPA uses a Facebook Page (Public) and a Facebook Group (Private) to advertise its services and connect/share with its' students, parents and wider audience. The web address for our Facebook page is: <https://www.facebook.com/dpadreams>

Facebook has its own GDPR policies & uses cookies. Please refer to Facebook GDPR policies for further details.

DPA is able to process some personal data from interactions with our Facebook page, which is described below, however how DPA processes this data is very limited.

Distribution:

- To be displayed on our Facebook Page <https://www.facebook.com/dpadreams>
- This policy will be made available to members of the public on request

Review and monitoring of policy:

- Reviewed annually or in instances of legislative change
- Monitoring is part of Management and Supervision

General Principles:

- Administrators of the DPA Facebook Page are authorised DPA staff
- DPA does not actively collect, harvest or store any data in connection with Facebook

Facebook Posts:

Types of Facebook Posts:

- Marketing/Advertisement of our various courses, events and workshops
- General News and updates including, but not limited to, student achievements, photos from events

If you communicate with DPA 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 DPA, please contact the office.

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 DPA may use this data:

DPA 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. DPA may also use this data in the evaluation of marketing campaigns.

How DPA retain/archive this information:

DPA 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 DPA 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.