Privacy Policy

Website: www.barn-dance.co.uk
Business: Barn Dance & Line Dance Agency Ltd
Company Registration Number: 01779528
Last updated: 16 November 2026

1. Introduction

Barn Dance & Line Dance Agency Ltd ("we", "us" or "our") respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, contact us, submit an enquiry or make a booking for our entertainment services.

We comply with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR).

2. Who We Are

The organisation responsible for your personal information is:

Barn Dance & Line Dance Agency Ltd

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us using the details above.

3. What Personal Information We Collect

We may collect and process the following types of personal information:

- Your name.
- Email address.
- Telephone number.
- Event or venue address.
- Event date and time.
- Type of entertainment requested.
- Details of your event and booking requirements.
- Information provided through our website enquiry forms.
- Correspondence and communications between you and us.
- Payment and invoicing information, where applicable.

When you visit our website, we may also automatically collect certain technical information, including:

- Your IP address.
- Browser type and version.
- Device information.
- Website pages visited.
- Time spent on our website.
- How you arrived at our website.
- General information about how visitors interact with our website.

Some of this technical information is collected using cookies and Google Analytics.

4. How We Collect Your Information

We collect personal information in several ways.

Through our website enquiry forms

We use Wix Forms to allow visitors to contact us and request information or quotations for our services.

When you complete and submit an enquiry form, the information you provide is collected and stored so that we can respond to your enquiry and, where appropriate, arrange your booking.

Through direct communication

We may collect information when you contact us by telephone, email or social media.

Through bookings

When you book our services, we collect the information necessary to organise and manage your event.

Through website analytics

We use Google Analytics to collect information about how visitors use our website. This helps us understand website traffic, visitor behaviour and how we can improve our website.

5. Why We Collect and Use Your Information

We collect and use personal information for the following purposes:

- To respond to enquiries and requests for quotations.
- To provide information about our entertainment services.
- To arrange and manage bookings.
- To communicate with customers about their events.
- To liaise with performers involved in providing our services.
- To manage payments, invoices and business records.
- To provide customer support.
- To improve our website and services.

- To understand how visitors find and use our website.
- To meet our legal and regulatory obligations.

We only use your personal information where we have an appropriate lawful basis for doing so.

6. Our Lawful Basis for Processing Your Information

Under UK data protection law, we must have a lawful basis for processing your personal information.

We rely on the following lawful bases, depending on the circumstances.

Contractual necessity

We process personal information when it is necessary to provide a quotation, arrange a booking or fulfil our contractual obligations.

Legitimate interests

We may process information where it is necessary for our legitimate business interests, including responding to general enquiries, managing our business, maintaining customer records and improving our services.

We ensure that these interests do not override your rights and freedoms.

Legal obligations

We may process and retain information where necessary to comply with legal requirements, including tax and accounting obligations.

Consent

We rely on your consent where required by law, including for non-essential cookies and certain marketing communications.

You may withdraw your consent at any time.

7. Our Website Hosting Provider – Wix

Our website is hosted on the Wix.com platform.

Wix provides the website hosting, online infrastructure, forms and associated services that allow us to operate www.barn-dance.co.uk.

Information submitted through our website, including information provided through Wix enquiry forms, may be stored and processed using Wix's systems, databases and applications.

Wix uses security measures designed to protect information stored on its platform.

Wix may process personal information on our behalf to provide its hosting and website services. Wix may also process certain information for its own purposes as described in its privacy policy.

Further information about how Wix handles personal information can be found here:

https://www.wix.com/about/privacy

8. Google Analytics

We use Google Analytics 4 (GA4) to help us understand how visitors use our website.

Google Analytics may collect information such as:

- The number of visitors to our website.
- Which pages visitors view.
- How long visitors spend on individual pages.
- How visitors arrive at our website.
- General geographical information.
- Browser and device information.
- Interactions with website content.

This information helps us understand how effective our website is and how we can improve the experience for visitors.

Google Analytics uses cookies and similar technologies to collect certain information.

We configure our website so that non-essential analytics cookies and tracking technologies are not activated until the appropriate consent has been given.

Google may process information collected through Google Analytics on servers located outside the United Kingdom, including in the United States.

Where personal information is transferred internationally, appropriate safeguards will be used where required by applicable data protection legislation.

You can find out more about Google's privacy practices here:

https://policies.google.com/privacy

9. Cookies and Similar Technologies

Our website uses cookies and similar technologies.

Cookies are small text files stored on your computer, tablet or mobile device when you visit a website.

We use or may use the following categories of cookies:

Essential cookies

These are necessary for the basic operation, security and functionality of our website.

Analytics cookies

These help us understand how visitors use our website and are used by Google Analytics to provide website statistics and performance information.

Other third-party cookies

Certain applications or services integrated into our website may use additional cookies or tracking technologies.

We use a cookie consent mechanism to allow visitors to accept or reject non-essential cookies.

Non-essential cookies, including Google Analytics cookies, should only be activated after you have provided the appropriate consent.

You can change your cookie preferences through the cookie settings available on our website.

You can also manage cookies through your internet browser settings. However, disabling essential cookies may affect how parts of the website function.

10. Sharing Your Personal Information

We do not sell, rent or trade your personal information.

We may share relevant information with third parties where necessary to operate our business and provide our services.

These may include:

- Wix, our website hosting and website services provider.
- Musicians, bands, dance callers and performers involved in providing your entertainment.
- Payment processing providers, where applicable.
- Accountants and professional advisers.
- Email and communication service providers.
- Google, in connection with website analytics.
- Government authorities or regulatory bodies where legally required.

We only share information that is reasonably necessary for the relevant purpose.

Where third parties process personal information on our behalf, we take reasonable steps to ensure appropriate data protection arrangements are in place.

11. Marketing Communications

We may occasionally contact customers about our services and relevant business updates.

Where consent is required by law, we will obtain your permission before sending marketing communications.

We will not use information submitted through an ordinary website enquiry form as automatic permission to send ongoing marketing emails.

You can opt out of marketing communications at any time by contacting:

info@barn-dance.co.uk

We will respect your request and stop sending direct marketing communications.

12. How Long We Keep Your Information

We only retain personal information for as long as reasonably necessary.

Our retention periods depend on the type of information and the purpose for which it was collected.

In general:

- Enquiry information is retained for as long as necessary to deal with the enquiry and any subsequent discussions.
- Booking and customer information is retained for the duration of our business relationship and an appropriate period afterwards.
- Financial and accounting records are retained for the periods required by applicable tax and accounting legislation.
- Marketing information is retained until you withdraw your consent or object to further marketing, as applicable.
- Website analytics information is retained in accordance with the retention settings configured within Google Analytics.

When personal information is no longer required, it will be securely deleted or anonymised.

13. Keeping Your Information Secure

We take reasonable technical and organisational measures to protect personal information against:

- Unauthorised access.
- Accidental loss.
- Theft.
- Misuse.
- Unauthorised disclosure.
- Alteration or destruction.

Access to personal information is restricted to those who need it for legitimate business purposes.

Although we take reasonable precautions, no method of transmitting or storing information electronically can be guaranteed to be completely secure.

14. Your Data Protection Rights

Under UK data protection legislation, you have various rights concerning your personal information.

These include:

Right of access

You can request a copy of the personal information we hold about you.

Right to rectification

You can ask us to correct inaccurate or incomplete information.

Right to erasure

You can request deletion of your personal information in certain circumstances.

Right to restrict processing

You can ask us to restrict how we use your information in certain circumstances.

Right to data portability

You can request certain personal information in a commonly used electronic format.

Right to object

You can object to certain types of processing, including direct marketing.

Right to withdraw consent

Where we rely on your consent, you can withdraw it at any time.

To exercise any of these rights, please contact:

info@barn-dance.co.uk

We will respond in accordance with applicable data protection legislation. We may need to verify your identity before dealing with your request.

15. International Data Transfers

Some of the service providers we use, including Wix and Google, may process or store personal information outside the United Kingdom.

Where personal information is transferred outside the UK, we will ensure that appropriate safeguards are in place where required by applicable data protection legislation.

16. Third-Party Websites

Our website may contain links to external websites, including social media platforms and other third-party services.

We are not responsible for the privacy practices, content or security of external websites.

We recommend reading the privacy policies of any third-party websites you visit.

17. Children's Privacy

Our website and services are primarily intended for adults organising events and making entertainment bookings.

We do not knowingly collect personal information directly from children through our website.

If we become aware that we have inadvertently collected personal information from a child without an appropriate lawful basis, we will take reasonable steps to delete that information.

18. Complaints and the Information Commissioner's Office

We aim to handle all personal information fairly, securely and responsibly.

If you have concerns about how we use your personal information, please contact us in the first instance:

Email: info@barn-dance.co.uk

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

Website: https://www.ico.org.uk/

Telephone: 0303 123 1113

19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, website, services, technology or legal requirements.

Any changes will be published on this page together with an updated revision date.

We recommend checking this page periodically to remain informed about how we protect your personal information.

20. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact:

Barn Dance & Line Dance Agency Ltd

Website: www.barn-dance.co.uk

Email: info@barn-dance.co.uk

Company Registration Number: 01779528

Thank you for visiting Barn Dance & Line Dance Agency Ltd. We value your privacy and appreciate the trust you place in us.