



Data Processing Terms

BACKGROUND

These Personal Data Processing Terms (the “**Agreement**”) are entered into between Cre8ive Dance Academy t/a Cre8ive Dance Academy and Active Pro Ltd (“**Cre8ive**”) and the person, parent/guardian, establishment using the services provided by Cre8ive (the “**Customer**”) whose details are set out on the order form for the services.

- A. The Customer and Cre8ive entered into a ‘membership form’ or ‘booking form’ agreement (“**Master Agreement**”) that requires Cre8ive to process Personal Data on behalf of the Customer.
- B. This Agreement sets out the additional terms, requirements and conditions on which Cre8ive will process Personal Data when providing services under the Master Agreement. This Agreement contains the mandatory clauses required by Article 28(3) of the General Data Protection Regulation ((EU) 2016/679) for contracts between controllers and processors.

AGREED TERMS

1. Definitions and interpretation

The following definitions and rules of interpretation apply in this Agreement.

a. Definitions:

Authorised Persons: the persons or categories of persons that the Customer authorises to give Cre8ive personal data processing instructions which shall be all persons using Cre8ive’s services.

Business Purposes: the services described in the Master Agreement.

Data Subject: an individual who is the subject of Personal Data.

Personal Data: means any information relating to an identified or identifiable natural person that is processed by Cre8ive as a result of, or in connection with, the provision of the services under the Master Agreement; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Processing, processes and process: either any activity that involves the use of Personal Data or as the Data Protection Legislation may otherwise define processing, processes or process. It includes any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or



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destruction. Processing also includes transferring Personal Data to third parties.

Data Protection Legislation: all applicable privacy and data protection laws including the General Data Protection Regulation ((EU) 2016/679) and any applicable national implementing laws, regulations and secondary legislation in England and Wales relating to the processing of Personal Data and the privacy of electronic communications, as amended, replaced or updated from time to time, including the Privacy and Electronic Communications Directive (2002/58/EC) and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (SI 2003/2426).

Personal Data Breach: a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, Personal Data transmitted, stored or otherwise processed.

Standard Contractual Clauses (SCC): the European Commission's Standard Contractual Clauses for the transfer of Personal Data from the European Union to processors established in third countries (controller-to-processor transfers), as set out in the Annex to Commission Decision 2010/87/EU.

- b. This Agreement is subject to the terms of the Master Agreement and is incorporated into the Master Agreement. Interpretations and defined terms set forth in the Master Agreement apply to the interpretation of this Agreement.
- c. The Annex forms part of this Agreement and will have effect as if set out in full in the body of this Agreement. Any reference to this Agreement includes the Annex.
- d. A reference to writing or written includes email.
- e. In the case of conflict or ambiguity between:
 - i. any provision contained in the body of this Agreement and any provision contained in the Annexes, the provision in the body of this Agreement will prevail;
 - ii. the terms of any accompanying invoice and any provision contained in the Annex, the provision contained in the Annex will prevail;
 - iii. any of the provisions of this Agreement and the provisions of the Master Agreement, the provisions of this Agreement will prevail; and
 - iv. any of the provisions of this Agreement and any executed SCC, the provisions of the executed SCC will prevail.

2. Personal data types and processing purposes



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- a. The Customer and Cre8ive acknowledge that for the purpose of the Data Protection Legislation, the Customer is the controller and Cre8ive is the processor.
- b. The Customer retains control of the Personal Data and remains responsible for its compliance obligations under the applicable Data Protection Legislation, including providing any required notices and obtaining any required consents, and for the processing instructions it gives to Cre8ive.
- c. Annex A describes the subject matter, duration and purpose of processing and the Personal Data categories and Data Subject types in respect of which Cre8ive may process to fulfil the Business Purposes of the Master Agreement.

3. Provider's obligations

- a. Cre8ive will only process the Personal Data to the extent, and in such a manner, as is necessary for the Business Purposes and otherwise in accordance with the Customer's written instructions. Cre8ive will not process the Personal Data for any other purpose or in a way that does not comply with this Agreement or the Data Protection Legislation. Cre8ive must promptly notify the Customer if, in its opinion, any instruction from the Customer or any of its Users would not comply with the Data Protection Legislation.
- b. Cre8ive must promptly comply with any Customer request or instruction requiring Cre8ive to amend, transfer, delete or otherwise process the Personal Data, or to stop, mitigate or remedy any unauthorised processing.
- c. Cre8ive will maintain the confidentiality of all Personal Data and will not disclose Personal Data to third parties unless the Customer or this Agreement specifically authorises the disclosure, or as required by law. If a law, court, regulator or supervisory authority requires Cre8ive to process or disclose Personal Data, Cre8ive must first inform the Customer of the legal or regulatory requirement and give the Customer an opportunity to object or challenge the requirement, unless the law prohibits such notice.
- d. Cre8ive will reasonably assist the Customer with meeting the Customer's compliance obligations under the Data Protection Legislation, taking into account the nature of Cre8ive's processing and the information available to Cre8ive, including in relation to Data Subject rights, data protection impact assessments and reporting to and consulting with supervisory authorities under the Data Protection Legislation.
- e. Cre8ive must promptly notify the Customer of any changes to Data Protection Legislation that may adversely affect Cre8ive's performance of the Master Agreement.



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4. Cre8ive's employees

- a. Cre8ive will ensure that all employees:
 - i. are informed of the confidential nature of the Personal Data and are bound by confidentiality obligations and use restrictions in respect of the Personal Data;
 - ii. have undertaken training on the Data Protection Legislation relating to handling Personal Data and how it applies to their particular duties; and
 - iii. are aware both of Cre8ive's duties and their personal duties and obligations under the Data Protection Legislation and this Agreement.
- b. Cre8ive will take reasonable steps to ensure the reliability, integrity and trustworthiness of and conduct background checks consistent with applicable law on all of Cre8ive's employees with access to the Personal Data.

5. Security

- a. Cre8ive must at all times implement appropriate technical and organisational measures against unauthorised or unlawful processing, access, disclosure, copying, modification, storage, reproduction, display or distribution of Personal Data, and against accidental or unlawful loss, destruction, alteration, disclosure or damage of Personal Data.
- b. Cre8ive must implement such measures to ensure a level of security appropriate to the risk involved, including as appropriate:
 - i. the pseudonymisation and encryption of personal data;
 - ii. the ability to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services;
 - iii. the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident; and
 - iv. a process for regularly testing, assessing and evaluating the effectiveness of security measures.

6. Personal Data Breach

- a. Cre8ive will promptly and without undue delay notify the Customer if any Personal Data is lost or destroyed or becomes damaged, corrupted, or unusable. Cre8ive will restore such Personal Data at its own expense.
- b. Cre8ive will as soon as reasonably practical and without undue delay notify the Customer if it becomes aware of:
 - i. any accidental, unauthorised or unlawful processing of the Personal Data; or



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- ii. any Personal Data Breach.
- c. Where Cre8ive becomes aware of (a) and/or (b) above, it shall, without undue delay, also provide the Customer with the following information:
 - i. description of the nature of (a) and/or (b), including the categories and approximate number of both Data Subjects and Personal Data records concerned;
 - ii. the likely consequences; and
 - iii. description of the measures taken, or proposed, to be taken to address (a) and/or (b), including measures to mitigate its possible adverse effects.
- d. Immediately following any unauthorised or unlawful Personal Data processing or Personal Data Breach, the parties will co-ordinate with each other to investigate the matter. Cre8ive will reasonably co-operate with the Customer in the Customer's handling of the matter, including:
 - i. assisting with any investigation;
 - ii. providing the Customer with physical access to any facilities and operations affected;
 - iii. facilitating interviews with Cre8ive's employees, former employees and others involved in the matter;
 - iv. making available all relevant records, logs, files, data reporting and other materials required to comply with all Data Protection Legislation or as otherwise reasonably required by the Customer; and
 - v. taking reasonable and prompt steps to mitigate the effects and to minimise any damage resulting from the Personal Data Breach or unlawful Personal Data processing.
- e. Cre8ive will not inform any third party of any Personal Data Breach without first obtaining the Customer's prior written consent, except when required to do so by law.
- f. Cre8ive agrees that the Customer has the sole right to determine:
 - i. whether to provide notice of the Personal Data Breach to any Data Subjects, supervisory authorities, regulators, law enforcement agencies or others, as required by law or regulation or in the Customer's discretion, including the contents and delivery method of the notice; and
 - ii. whether to offer any type of remedy to affected Data Subjects, including the nature and extent of such remedy.

7. Cross-border transfers of personal data

- a. Cre8ive (or any subcontractor) must not transfer or otherwise process Personal Data outside the European Economic Area (**EEA**) without obtaining the Customer's prior written consent.



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- b. Where such consent is granted, Cre8ive may only process, or permit the processing, of Personal Data outside the EEA under the following conditions:
 - i. Cre8ive is processing Personal Data in a territory which is subject to a current finding by the European Commission under the Data Protection Legislation that the territory provides adequate protection for the privacy rights of individuals; or
 - ii. Cre8ive participates in a valid cross-border transfer mechanism under the Data Protection Legislation, so that Cre8ive (and, where appropriate, the Customer) can ensure that appropriate safeguards are in place to ensure an adequate level of protection with respect to the privacy rights of individuals as required by Article 46 of the General Data Protection Regulation ((EU) 2016/679); or
 - iii. the transfer otherwise complies with the Data Protection Legislation.
- c. If any Personal Data transfer between the Customer and Cre8ive requires execution of SCC in order to comply with the Data Protection Legislation (where the Customer is the entity exporting Personal Data to Cre8ive outside the EEA), the parties will complete all relevant details in, and execute SCC, and take all other actions required to legitimise the transfer.
- d. If the Customer consents to appointment by Cre8ive located within the EEA of a subcontractor located outside the EEA in compliance with the provisions of clause 8, then the Customer authorises Cre8ive to enter into SCC with the subcontractor in the Customer's name and on its behalf. Cre8ive will make the executed SCC available to the Customer on request.

8. Subcontractors

- a. Cre8ive may only authorise a third party (subcontractor) to process the Personal Data if:
 - i. the Customer is provided with an opportunity to object to the appointment of each subcontractor within 5 days after Cre8ive supplies the Customer with full details regarding such subcontractor;
 - ii. Cre8ive enters into a written contract with the subcontractor that contains terms substantially the same as those set out in this Agreement, in particular, in relation to requiring appropriate technical and organisational data security measures, and, upon the Customer's written request, provides the Customer with copies of such contracts;
 - iii. Cre8ive maintains control over all Personal Data it entrusts to the subcontractor; and
 - iv. the subcontractor's contract terminates automatically on termination of this Agreement for any reason.



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- b. Those subcontractors set out in Annex A are deemed approved by the Customer as at the commencement of this Agreement.
- c. Where the subcontractor fails to fulfil its obligations under such written agreement, Cre8ive remains fully liable to the Customer for the subcontractor's performance of its agreement obligations.
- d. The Parties consider Cre8ive to control any Personal Data controlled by or in the possession of its subcontractors.

9. Complaints, data subject requests and third party rights

- a. Cre8ive must take such technical and organisational measures as may be appropriate, and promptly provide such information to the Customer as the Customer may reasonably require, to enable the Customer to comply with:
 - i. the rights of Data Subjects under the Data Protection Legislation, including subject access rights, the rights to rectify and erase personal data, object to the processing and automated processing of personal data, and restrict the processing of personal data; and
 - ii. information or assessment notices served on the Customer by any supervisory authority under the Data Protection Legislation.
- b. Cre8ive must notify the Customer immediately if it receives any complaint, notice or communication that relates directly or indirectly to the processing of the Personal Data or to either party's compliance with the Data Protection Legislation.
- c. Cre8ive must notify the Customer within 5 working days if it receives a request from a Data Subject for access to their Personal Data or to exercise any of their related rights under the Data Protection Legislation.
- d. Cre8ive will give the Customer its full co-operation and assistance in responding to any complaint, notice, communication or Data Subject request.
- e. Cre8ive must not disclose the Personal Data to any Data Subject or to a third party other than at the Customer's request or instruction, as provided for in this Agreement or as required by law.

10. Term and termination

- a. This Agreement will remain in full force and effect so long as:
 - i. the Master Agreement remains in effect, or
 - ii. Cre8ive retains any Personal Data related to the Master Agreement in its possession or control (**Term**).
- b. Any provision of this Agreement that expressly or by implication should come into or continue in force on or after termination of the Master Agreement in



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order to protect Personal Data will remain in full force and effect.

- c. If a change in any Data Protection Legislation prevents either party from fulfilling all or part of its Master Agreement obligations, the parties will suspend the processing of Personal Data until that processing complies with the new requirements. If the parties are unable to bring the Personal Data processing into compliance with the Data Protection Legislation within one calendar month, they may terminate the Master Agreement on written notice to the other party.

11. Data return and destruction

- a. At the Customer's request, Cre8ive will give the Customer a copy of, or access to, all or part of the Customer's Personal Data in its possession or control in the format and on the media reasonably specified by the Customer.
- b. On termination of the Master Agreement for any reason or expiry of its term, Cre8ive will securely delete or destroy or, if directed in writing by the Customer, return and not retain, all or any Personal Data in respect of Pupils related to this Agreement in its possession or control.
- c. If any law, regulation, or government or regulatory body requires Cre8ive to retain any documents or materials that Cre8ive would otherwise be required to return or destroy, it will notify the Customer in writing of that retention requirement, giving details of the documents or materials that it must retain, the legal basis for retention, and establishing a specific timeline for destruction once the retention requirement ends.

12. Audit

- a. If a Personal Data Breach occurs or is occurring, or Cre8ive becomes aware of a breach of any of its obligations under this Agreement or any Data Protection Legislation, Cre8ive will:
 - i. promptly conduct an audit to determine the cause;
 - ii. produce a written report that includes detailed plans to remedy any deficiencies identified by the audit;
 - iii. provide the Customer with a copy of the written audit report; and
 - iv. remedy any deficiencies identified by the audit as soon as reasonably practical.
- b. At least once a year, Cre8ive will conduct site audits of its Personal Data processing practices and the information technology and information security controls for all facilities and systems used in complying with its obligations under this Agreement, including, but not limited to, obtaining a network-level vulnerability assessment performed by a recognised third-party audit firm based on recognised industry best practices.



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13. Warranties

- a. Cre8ive warrants that:
 - i. its employees, subcontractors, agents and any other person or persons accessing Personal Data on its behalf are reliable and trustworthy and have received the required training on the Data Protection Legislation relating to the Personal Data;
 - ii. it and anyone operating on its behalf will use reasonable endeavours to process the Personal Data in compliance with the Data Protection Legislation;
 - iii. it has no reason to believe that the Data Protection Legislation prevents it from providing any of the Master Agreement's contracted services; and
 - iv. considering the current technology environment and implementation costs, it will take appropriate technical and organisational measures to prevent the unauthorised or unlawful processing of Personal Data and the accidental loss or destruction of, or damage to, Personal Data, and ensure a level of security appropriate to:
 1. the harm that might result from such unauthorised or unlawful processing or accidental loss, destruction or damage;
 2. the nature of the Personal Data protected; and
 3. comply with all applicable Data Protection Legislation and its information and security policies, including the security measures required in clause 5a.
- b. The Customer warrants that Cre8ive's expected use of the Personal Data for the Business Purposes and as specifically instructed by the Customer will comply with the Data Protection Legislation.

14. Notice

- a. Any notice or other communication given to a party under or in connection with this Agreement must be in writing and delivered to the relevant address given in the order form.

15. Consent to this Agreement

- a. By signing the order form, each of Cre8ive and the Customer agrees to be bound by this Agreement in its entirety.



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ANNEX A

Personal Data Processing Purposes and Details

- Subject matter of processing: performance of the services set out in the Master Agreement including without limitation provision of Cre8ives' services.
- Duration of Processing: the term of the provision of services as set out in the Master Agreement.
- Personal Data Categories: as defined in the Privacy Policy.
- Data Subject Types: The Customer and children that the Customer is legally responsible for.

Approved Subcontractors and Subprocessors:

Cre8ive uses certain subcontractors and subprocessors to assist it in providing its services. A subprocessor is a third-party data processor engaged by Cre8ive, who has or potentially will have access to or process data. Cre8ive uses different types of subprocessors to perform various functions as explained below. Cre8ive refers to third parties that do not have access to or process data but who are otherwise used to provide the services as "subcontractors" and not subprocessors.

Name	Purpose
United Hosting	The Cre8ive Dance Academy website (www.cre8ivedance.co.uk), infrastructure and database are hosted on the encrypted servers at the United Hosting datacenter.
Google Analytics	Google Analytics is the analytics provider that we use to provide us with website statistics relating to which webpages are used. We use this information so we can improve and optimise your experience when using our website.
SAGE One	The SAGE One is our accounting software. It is a secure and encrypted service that allows us to send invoices when working with schools and other businesses and establishments.
GoCardless	GoCardless is a market leading online direct debit management service. This enables us to create and manage direct debits for any of our customer types. Cre8ive studio members all use GoCarless, but this service is available to school and other businesses and establishments also.
Monday.com	Monday is a project management system. This allows us to track a number of business processes including sales opportunities for all our customer types.
Dropbox	The world renowned cloud-based file storage system allows us to manage file (word documents, excel spreadsheets, images, videos etc). The intuitive features mean we have complete control over security and access.
Flickr	The online image hosting service is used to share images with customers when they have taken part in one of the Cre8ive services.