



ALRA Privacy Policy



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ALRA strives to protect the personal information of applicants, students, visitors, and employees. We collect and manage data that we receive through applications and other digital communications and we comply with data protection laws. ALRA aims to work over and above the recommended guidelines for data control so that we can be ready for anticipated and expected regulation.

What information does ALRA keep?

ALRA will keep on file, for a limited time, the personal information on emails and forms used to:

- Sign up for a newsletter
- Apply for a course
- Buy a ticket to a show or event
- Attend a workshop or Open Day
- Make a donation to the school
- Offer us goods or services by email
- Request information from us
- Submit an application for a job at ALRA

Parts of this information might include some of the following:

- Your contact details (e.g. name, phone number, email address)
- Demographic details (e.g. date of birth, nationality)
- Additional information about members of a party of people (e.g. access needs)
- Financial information should we make a payment to you
- Loan, bursary or scholarship information
- Gift Aid declaration
- Academic records (if applying for a course)
- Statements of views and opinions (such as a review on Social Media)
- Records of correspondence (archived emails and letters)

When navigating our website and Social Media platforms, in order to improve our services, we may also collect:

- Transactional information (payments to ALRA)
- Technical data (website page visits that indicate your geographic location and the data transmitted by your browser)
- Partially submitted data on forms

If you attend an event or take part in an activity with ALRA we may also keep:

- Photographs of people at our events both at our premises and externally in public areas
- CCTV footage around the premises within a few days of your visit



- Academic information as you progress through one of our courses
- Your feedback following an activity

Information collected by a Third Party

At times you may also interact with ALRA through third party platforms such as ticket booking sites or social media pages. If you have interaction with social media platforms such as Facebook and Instagram you may have given permission for them to share information with us.

Why would ALRA use this information?

There are a number of reasons we would use your information including:

- To draw up a contract of study or employment
- To comply with a legal regulation (as set out by external organisations such as OfS)
- For your personal interest (e.g. emergency contact)
- Third Party interests (providing a service and safeguarding reasons)

Other reasons we would be in contact with you:

We may, under lawful activity, send a communication to you in order to:

- Provide a service that you have requested
- Answer a question or acknowledge your communication to us
- Comply with a government policy
- Promote charitable aims
- Gather feedback
- Inform you of a development
- Research a topic that is of relevance to you

Who do we share your information with?

In addition to using your information for our own ends, we sometimes share your information with third parties who have legitimate and legal reasons for being in touch. These third parties include:

- Partners/Collaborators (validating bodies)
- Service providers (tutors, agents, casting directors, travel and accommodation providers)

Where is your information stored?



In addition to keeping our physical spaces safe, ALRA also keeps your information in a secure digital space on a dedicated server with password protection and firewalls. Hard copies are filed in a secured, locked space at our premises.

What are your rights in relation to the information we keep?

You have legal rights with respect to your personal data. This means that you can:

- Request access and receive a copy of information stored by ALRA
- Request correction of incorrect records – which may need to be verified
- Request that ALRA delete the information – providing there are no legal obligations to keep it
- Request the sharing of your information with a third party – if they have a legitimate need to have it

You can also change the level of contact by letting us know your preferences. You may wish to opt in or out of Newsletter emails as an example.

Who can I contact about ALRA's Privacy Notices?

We want to keep our records up to date. If your contact information changes please do let us know so that we can amend our records accordingly. The best way to do this is by emailing us at info@alra.co.uk or calling 020 8870 6475.

In addition, our postal addresses are available on most pages of our website.