BUSK Privacy Policy

Last updated: 11 November 2026

1. Introduction

BUSK is a live dance production owned by **Project Dance Limited**.

This Privacy Policy explains how we collect, use, share, store and protect personal information when you visit the BUSK website, subscribe to our communications, contact us or otherwise interact with BUSK.

Personal information collected through BUSK may be jointly managed by Project Dance Limited and Project Dance Enterprises Limited, including for communications relating to BUSK and other Project Dance productions.

We process personal information in accordance 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), as amended.

2. Data Controllers

The following companies act as **joint data controllers** for personal information covered by this policy:

Project Dance Limited
Company number: 16771983
Owner of BUSK

Project Dance Enterprises Limited
Company number: 13648039

Both companies jointly determine the purposes and means of processing relevant personal information and share responsibility for complying with applicable data protection law.

The companies cooperate in administering personal information, handling privacy requests, managing communications and maintaining appropriate security arrangements.

For privacy enquiries, please contact:

Email: info@projectdance.org.uk
Website: https://projectdance.org.uk

You may exercise your data protection rights against either joint controller.

3. Information We Collect

Information you provide

When you interact with BUSK, we may collect:

- Your name
- Your email address
- Your telephone number, if provided
- Information submitted through contact or enquiry forms
- Newsletter subscription details
- Communication and marketing preferences
- Correspondence and other information you voluntarily share

Information collected automatically

When you visit our website, we may collect technical and usage information through cookies and similar tracking technologies, including:

- IP address
- Browser and device information
- Operating system
- Pages visited and interactions with the website
- Referral sources
- Approximate geographical location
- Website performance and usage statistics
- Information about how visitors interact with our content and marketing campaigns

The exact information collected depends on the website technologies enabled at the time of your visit and your cookie preferences.

4. How We Use Your Information

We process personal information for the following purposes:

Website operation and security: To operate, maintain, secure and improve the BUSK website.

Enquiries and correspondence: To respond to questions, requests, partnership enquiries and other communications.

Website traffic monitoring: To measure website visits, understand how visitors navigate our pages, identify popular content and assess website performance.

Communication improvements: To understand audience interests and improve the relevance, timing, content and effectiveness of our communications.

Marketing performance: To evaluate the effectiveness of promotional activities and understand how audiences discover and engage with BUSK.

Marketing and production updates: To send subscribers news, announcements, ticket information, event promotions and other communications relating to BUSK and other Project Dance productions.

Business administration: To coordinate activities between Project Dance Limited and Project Dance Enterprises Limited.

Legal compliance: To fulfil applicable legal, regulatory and record-keeping obligations.

5. Lawful Bases for Processing

Depending on the activity, we may rely on the following lawful bases under the UK GDPR:

Consent: Where you subscribe to marketing communications or consent to analytics, advertising or other tracking technologies that require your permission.

Legitimate interests: Where necessary for appropriate website administration, security, responding to business enquiries and other legitimate operational purposes, provided these interests are not overridden by your rights.

Contractual necessity: Where processing is required to provide a service or fulfil a request connected to a contract.

Legal obligation: Where processing is required to comply with applicable law.

Where consent is required, you may withdraw it at any time.

6. Marketing Communications

When you subscribe to our newsletter, you are subscribing to communications from **BUSK and other productions operated or promoted by Project Dance Limited and Project Dance Enterprises Limited**.

These communications may include:

- BUSK announcements and production news
- Ticket releases, performances and event information
- News and promotions for other Project Dance productions
- Invitations, special offers and related audience communications

Newsletter subscription is voluntary and separate from submitting a general enquiry or consenting to website cookies.

Every marketing email will provide a way to unsubscribe. You may also request removal from marketing communications by contacting info@projectdance.org.uk.

Unsubscribing from marketing will not necessarily prevent us from sending essential administrative messages where there is another lawful reason to contact you.

7. Sharing Information Between the Joint Controllers

Project Dance Limited and Project Dance Enterprises Limited may access and use personal information collected through BUSK for the purposes described in this policy.

This includes managing shared subscriber records, coordinating marketing activities, responding to enquiries, producing audience reports and promoting other Project Dance productions.

Access to personal information will be limited to authorised personnel and service providers who require it for relevant business purposes.

We do not sell personal information to third parties.

8. Third-Party Service Providers

We may use external service providers to support:

- Website hosting and maintenance
- Website analytics and traffic measurement
- Email marketing and subscriber management
- Advertising measurement and campaign reporting
- Technical infrastructure and security
- Event administration and ticketing
- Other necessary operational services

Where these providers process personal information on our behalf, we will take appropriate steps to ensure suitable data protection arrangements are in place.

Some providers may operate or process information outside the United Kingdom.

9. Cookies and Website Tracking

What are cookies?

Cookies are small text files stored on your device when you visit a website. They help websites function, remember preferences and collect information about how visitors use online services.

BUSK uses cookies and similar technologies to monitor website traffic, understand visitor interactions, improve website performance and support more effective audience communications.

Types of cookies we use

Essential cookies

These cookies are necessary for the website to function properly, maintain security and remember relevant website settings.

Analytics cookies

We use analytics cookies, where enabled, to understand website traffic and visitor behaviour. This may include measuring page visits, traffic sources, time spent on pages and interactions with website content.

The information helps us identify areas for improvement and understand which content is most relevant to our audiences.

Marketing and communication cookies

We may use marketing-related cookies and tracking technologies to measure the effectiveness of our communications and promotional campaigns.

These technologies can help us understand how visitors discover BUSK, engage with our content and respond to marketing activities.

Where applicable, these insights may inform future communications and promotional campaigns for BUSK and other Project Dance productions.

Third-party analytics services

Our website may use third-party analytics services, such as Google Analytics 4, where installed and enabled.

These services may process technical information about website visits and interactions in accordance with their own privacy terms and applicable data protection requirements.

The specific providers and cookies used by the website will be identified in our cookie information once the active services have been verified.

Your cookie choices

When you first visit our website, you will be offered a choice regarding non-essential cookies through our cookie consent banner.

You can accept or reject optional tracking technologies and manage your preferences.

Cookies and tracking technologies that require consent will not be activated unless you have provided that consent.

You can change or withdraw your consent through the website's cookie settings. You can also manage cookies using your browser settings.

Certain strictly necessary cookies do not require consent. Limited statistical-purpose technologies may also qualify for a legal exemption where all applicable conditions are met.

10. International Data Transfers

Some of our external technology, hosting, communications or other service providers may be located outside the United Kingdom or may process information using infrastructure located overseas.

Where personal information is transferred internationally, we will apply an appropriate transfer mechanism or other lawful basis for the transfer where required.

Depending on the destination and circumstances, this may include recognised adequacy arrangements, the UK International Data Transfer Agreement, the UK Addendum to approved standard contractual clauses, or other legally permitted safeguards.

You may contact us for further information about relevant international transfers.

11. Data Retention

We intend to maintain subscriber relationships and relevant production records on an ongoing basis, including across successive BUSK and Project Dance productions.

We retain personal information only while there is an appropriate and continuing purpose for doing so, or where retention is required by law.

We periodically review the information we hold and delete or anonymise personal information when it is no longer needed for its stated purpose.

If you unsubscribe from marketing, we will stop sending marketing communications and may retain limited information necessary to record and respect your opt-out.

You may request deletion of your personal information, subject to applicable legal exceptions.

12. Data Security

We take appropriate technical and organisational measures to protect personal information against unauthorised access, alteration, disclosure, loss and misuse.

These measures may include access restrictions, secure systems, appropriate service-provider arrangements and internal data-handling procedures.

No method of electronic storage or transmission is completely secure, but we take reasonable steps to reduce the risk of unauthorised access or disclosure.

13. Your Data Protection Rights

Subject to applicable law, you may have the right to:

- Request access to personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your information
- Request restriction of certain processing
- Object to processing based on legitimate interests
- Request data portability where applicable
- Withdraw consent where processing relies on consent
- Raise concerns about certain automated decisions, where applicable

To exercise your rights, contact **info@projectdance.org.uk**.

You also have the right to complain to the UK Information Commissioner's Office (ICO) at https://ico.org.uk.

14. Third-Party Websites and Ticketing Services

The BUSK website may link to external ticketing platforms, performance venues, social media services and other third-party websites.

These organisations may process personal information under their own privacy policies. We encourage you to review their notices before submitting information.

15. Children's Privacy

Our website is not intended to collect personal information from children without an appropriate lawful basis.

If we become aware that personal information has been collected from a child in circumstances requiring additional protections, we will take appropriate steps to address the matter.

16. Changes to This Policy

We may update this Privacy Policy to reflect changes to our productions, website technologies, business operations or legal obligations.

The latest version will be published on the BUSK website with an updated revision date.

17. Contact

For questions about this Privacy Policy, how we process your information or your data protection rights, contact:

Project Dance Limited and Project Dance Enterprises Limited
Joint Data Controllers

Email: info@projectdance.org.uk
Website: https://projectdance.org.uk

BUSK website: https://buskdanceshow.com