

Privacy Policy

We Teach Drama Ltd | Last updated 18 September 2026

This policy explains how We Teach Drama Ltd collects and uses personal data when you visit weteachdrama.com, buy or book our services, attend an online session, contact us, or receive our marketing. It also explains your rights and how to contact us.

1 Who we are

We Teach Drama Ltd is the controller responsible for the personal data described in this policy. We provide teaching resources, training, webinars and related services for drama educators.

For privacy questions or to exercise your rights, email info@weteachdrama.com.

2 The personal data we use

The data we collect depends on how you interact with us. We do not intentionally collect precise location data, and we do not retain full payment-card details. We do not knowingly collect personal data directly from children through this website; our services and website accounts are intended for adults and education professionals.

Website visits and cookie choices

Personal data: IP address, device and browser information, cookie identifiers, pages viewed, interaction data and consent choices.

Source: Collected automatically through Wix, Usercentrics and the services enabled through your cookie choices.

How we use it: To operate and secure the website, remember your privacy choices, understand website use and, where you agree, measure or support marketing activity.

Lawful basis: Legitimate interests for security and strictly necessary operation; consent for non-essential functional, analytics and advertising technologies.

Retention: Essential records are kept only as long as needed for security and operation. Consent records and non-essential technology data are kept for the periods shown in the live Cookie Settings panel or as required to demonstrate your choices.

Accounts purchases bookings and invoices

Personal data: Name, email address, contact and billing details, account details, order or booking information, communications, and transaction references.

Source: Provided by you and generated when you use our Wix website, store, bookings or invoicing services.

How we use it: To create and manage your account, supply products or services, administer bookings, send service messages, process refunds, keep financial records and handle queries or disputes.

Lawful basis: Contract; legal obligation; and legitimate interests in administering our business and resolving disputes.

Retention: Account information is normally kept while the account is active and for up to two years after closure. Order, invoice and transaction records are normally kept for six years after the relevant transaction or the end of the customer relationship, or longer where the law requires.

Payments

Personal data: Payment status, amount, currency, transaction reference and limited billing information. Full card details are handled by the payment provider and are not retained by us.

Source: Provided by you to Wix or its payment providers and confirmed to us as part of the transaction.

How we use it: To take payment, confirm purchases, prevent fraud and issue refunds.

Lawful basis: Contract; legal obligation; and legitimate interests in fraud prevention.

Retention: We retain transaction and accounting records for the period described above. Payment providers keep their own records under their privacy notices.

Enquiries feedback and customer support

Personal data: Name, contact details and the content of messages sent by email, forms, social media or telephone, together with our response.

Source: Provided by you.

How we use it: To answer questions, provide support, respond to feedback and maintain appropriate business records.

Lawful basis: Steps at your request before a contract; contract; or legitimate interests in responding to and improving our services.

Retention: Normally up to two years after the enquiry is resolved, unless the correspondence forms part of a transaction or dispute that needs to be kept longer.

Newsletter and opt in marketing

Personal data: Name, email address, signup source, consent record, email engagement information and preferences.

Source: Provided by you through our website or another clear signup process and managed using Kit.

How we use it: To send the newsletters, resources and offers you requested; measure campaign performance where permitted; and maintain your preferences.

Lawful basis: Consent. You can withdraw consent at any time by using the unsubscribe link or contacting us.

Retention: Until you unsubscribe, your address becomes invalid, or we no longer need the mailing list. We may keep a minimal suppression record after opt-out so that we do not add you back or contact you again by mistake.

Professional business to business marketing

Personal data: Professional name, work email address, role, school or organisation, source of the data, campaign history and opt-out status.

Source: Supplied by Sprint Education from professional or business sources, or obtained from professional interactions. We do not use this route for private consumer addresses.

How we use it: To send relevant information about We Teach Drama resources or training to education professionals, identify ourselves and offer a clear way to opt out. We maintain a suppression list and do not re-add people who object.

Lawful basis: Legitimate interests in promoting relevant services to professional contacts. We have completed a legitimate interests assessment. Where PECR requires consent, we will not rely on legitimate interests instead.

Retention: Prospecting data is normally kept for up to 12 months from acquisition or the last meaningful interaction unless an ongoing relationship develops. A minimal suppression record may be kept for as long as needed to respect an objection. You have an absolute right to object to direct marketing at any time.

Online meetings webinars and recordings

Personal data: Registration and attendance details, display name, audio or video if enabled, chat contributions, questions, and the session recording.

Source: Provided by you and generated through Zoom; recordings or replays may also be hosted using Vimeo.

How we use it: To deliver the session, provide participant support, share a time-limited replay and maintain an archive of training content. Participants are told when a session is recorded and may keep their camera off.

Lawful basis: Contract and legitimate interests in delivering, documenting and improving our training. If we need consent for a particular use, we will ask for it separately.

Retention: Customer and booking records follow the periods above. Replay access is typically available for 30 days. Original recordings may remain in our internal content archive while they remain useful, subject to periodic review and access controls.

3 Special category data

We do not ask for health information, ethnicity, political opinions, religious beliefs or other special category data through our ordinary website, purchasing or marketing processes. Please avoid sending such information unless it is necessary. If we need to use special category data for

a specific purpose, we will identify an additional legal condition and provide further information where required.

4 Who we share personal data with

We share personal data only where needed for the purposes in this policy. Recipients may include:

- Wix and its payment, website, store, booking and invoicing services;
- Kit, which operates our email lists, signup forms, unsubscribe records and campaign analytics;
- Zoom and Vimeo, where used to deliver or host online sessions and replays;
- Usercentrics, Wix, Google Analytics, Google Tag services, TWIPLA Visitor Analytics, Meta, Vimeo, YouTube and other technologies described in our Cookie Policy, according to your consent choices;
- providers of website features that are currently enabled, such as Fera Reviews or POWr, where relevant;
- Sprint Education, as the source of professional B2B contact data and where necessary to administer that service;
- professional advisers, IT and security providers, insurers, banks, auditors and other suppliers supporting our business; and
- regulators, courts, law-enforcement bodies or another organisation where disclosure is required by law, needed to protect rights or safety, or connected with a sale or restructuring of the business.

Our suppliers must protect personal data and may use it only for the agreed service or as otherwise permitted by law. We do not sell personal data, and we do not give customer details to unrelated organisations for their own marketing.

5 International transfers

Some providers may process personal data outside the United Kingdom. Where a transfer is not covered by UK adequacy regulations, we use an appropriate safeguard where required, such as the UK International Data Transfer Agreement, the UK Addendum to approved standard contractual clauses, or another lawful transfer mechanism. You may contact us for more information about the safeguards relevant to your data.

6 Cookies and similar technologies

We use a Usercentrics consent banner on our Wix website. Strictly necessary technologies may operate without consent. Functional, analytics and advertising technologies are controlled through the choices in the banner. Please read our Cookie Policy and use Cookie Settings on the website to see the current services, purposes and available controls.

7 Marketing choices

You can unsubscribe from newsletter emails using the link in any message. Professional contacts can also object to B2B marketing at any time. We will action the request and retain only the information needed to honour it. We do not use automated marketing calls or SMS marketing.

8 Your data protection rights

Depending on the circumstances, you may have the right to:

- ask for a copy of your personal data;
- ask us to correct inaccurate or incomplete data;
- ask us to delete personal data in certain circumstances;
- ask us to restrict how personal data is used;
- object to processing based on legitimate interests and object at any time to direct marketing;
- receive certain data in a portable format;
- withdraw consent at any time, without affecting earlier lawful processing; and
- complain to a supervisory authority.

We do not make decisions about you based solely on automated processing that produce legal or similarly significant effects. Rights are not absolute, and an exemption may apply. We may ask for information reasonably needed to confirm your identity, but we will not routinely request more identification than necessary. There is normally no fee, and we normally respond within one month.

9 Security

We use proportionate technical and organisational measures to protect personal data against accidental loss, unauthorised access, misuse, alteration or disclosure. Access is limited to people and suppliers who need it for their role. No internet service is completely secure, but we maintain procedures for responding to suspected personal data breaches and will notify affected people and regulators when the law requires.

10 Links to other websites

Our website may link to websites and services operated by other organisations. Their privacy practices are outside our control, so please read their privacy information before providing personal data.

11 Complaints

Please contact us first at info@weteachdrama.com so that we can try to resolve your concern. You may also complain to the UK Information Commissioner's Office. Information about making a complaint is available at <https://ico.org.uk/make-a-complaint/>. If the EU GDPR applies to you, you may also have the right to complain to the supervisory authority where you live or work.

12 Changes to this policy

We review this policy when our services, suppliers or legal obligations change. The date at the top shows when it was last updated. We will draw attention to material changes where appropriate.

13 Contact us

Email: info@weteachdrama.com

Website: <https://www.weteachdrama.com>

If you need this policy in another accessible format, please contact us.