PRIVACY POLICY

Matt Zina Acting (MZA) | Last updated: 10 September 2026

Your privacy matters to us. Matt Zina Acting provides professional screen acting training for young performers. Because we work with children and families, we take privacy, safeguarding and the responsible handling of personal information seriously.

1. WHO WE ARE

This Privacy Policy explains how Matt Zina Acting ("MZA", "we", "us" or "our") collects, uses, stores and protects personal information when you visit **mzacting.com**, enquire about our services, book a free trial, join our training, or otherwise communicate with us.

Data controller / privacy contact: Matt Zina Acting (MZA)
Website: mzacting.com
Email: matt@mzacting.com

If the contracting or operating legal entity for MZA changes, this notice may be updated to reflect the correct legal entity and contact details.

2. THE INFORMATION WE MAY COLLECT

Depending on how you interact with us, we may collect information including:

- **Parent or guardian details** - name, email address, telephone number and communication preferences.
- **Young performer details** - name, age or date of birth, class information and information relevant to participation.
- **Booking and membership information** - free-trial details, attendance, class allocation, enrolment and account history.
- **Communications** - emails, messages, enquiries, feedback and other correspondence with MZA.
- **Safeguarding and welfare information** - where genuinely necessary to protect or support a young person.
- **Media and training material** - photographs, video, self-tapes, class recordings or performance material where this forms part of the training or where suitable consent has been obtained.
- **Payment information** - transaction records and payment status. Payments may be processed by third-party providers; we do not normally receive or store full payment-card details.
- **Website and device information** - such as IP address, browser, device type, pages visited and cookie information, where collected by the website or approved analytics tools.

3. HOW WE USE PERSONAL INFORMATION

We may use personal information to:

- Arrange and administer free trials, classes, memberships and bookings.
- Deliver screen acting training and support a young performer's participation.

- Communicate with parents, guardians and students about classes, schedules, resources and relevant updates.
- Manage attendance, fees, payments and account administration.
- Maintain appropriate safeguarding, welfare and professional standards.
- Respond to enquiries, requests, complaints or concerns.
- Consider or communicate suitable professional opportunities where appropriate.
- Improve our website, services and customer experience.
- Comply with legal, regulatory, contractual, accounting or safeguarding obligations.
- Send marketing information where we have consent or another lawful basis to do so.

4. CHILDREN'S INFORMATION

MZA works with young performers and takes the protection of children's personal information particularly seriously. Where appropriate, a parent or guardian will provide information, permissions and consent on behalf of a child.

We aim to collect only information that is reasonably required to provide the training, administer participation, communicate with the family and protect the welfare of the young person. We do not sell children's personal information.

Our safeguarding information and parent-facing procedures can be found at **mzacting.com/safe**.

5. OUR LAWFUL BASES

Where data protection law requires a lawful basis, the basis will depend on the purpose. We may rely on:

- **Contract** - where processing is necessary to provide a service you have asked us to provide.
- **Legitimate interests** - where we have a genuine and proportionate business or operational reason to use information and your rights do not override that interest.
- **Legal obligation** - where we must keep, use or disclose information to comply with the law.
- **Vital interests or safeguarding** - in exceptional circumstances where information is needed to protect someone from serious harm.
- **Consent** - where we ask for permission, for example for certain marketing or public promotional uses of images or video.

Where we rely on consent, you can withdraw that consent at any time. Withdrawal does not affect processing that was lawful before consent was withdrawn.

6. PHOTOGRAPHS, VIDEO AND RECORDINGS

As a screen acting school, filming and recording may form part of training. We distinguish between material created for teaching, private student resources, professional submissions and material used publicly for marketing.

Where appropriate, we obtain parent or guardian permission and apply separate controls to public promotional use. A young performer should never feel pressured to take part in public marketing content.

7. WHO WE MAY SHARE INFORMATION WITH

We may use trusted service providers and professional partners where necessary to operate MZA. These may include website hosting, booking and payment platforms, video-conferencing services, email and communications providers, secure cloud services, accountants or professional advisers.

Where appropriate and with suitable authority, we may also share relevant information with agents, casting professionals, productions or other industry organisations in connection with a professional opportunity.

We may disclose information where required by law or where we reasonably believe disclosure is necessary to protect a child or another person.

We do not sell personal information.

8. INTERNATIONAL TRANSFERS

Some technology providers we use may process or store information outside the country in which you live. Where applicable law requires it, we will rely on appropriate safeguards for international transfers of personal information.

9. HOW LONG WE KEEP INFORMATION

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected and to meet relevant legal, financial, contractual, safeguarding and record-keeping obligations.

Different categories of information may therefore be kept for different periods. When information is no longer reasonably required, we will delete it, anonymise it or securely dispose of it where practical.

10. DATA SECURITY

We take reasonable organisational and technical steps to protect personal information from unauthorised access, loss, misuse, alteration or disclosure. No online system can be guaranteed to be completely secure, so we also limit access to personal information to those who reasonably need it.

11. MARKETING

We may send information about classes, opportunities, events or MZA services where you have asked to receive it or where another lawful basis permits us to do so. You can unsubscribe from marketing at any time using the unsubscribe option in a message or by contacting us.

12. YOUR PRIVACY RIGHTS

Depending on the laws that apply to you, you may have rights concerning your personal information. These may include the right to:

- Ask for access to the personal information we hold about you.
- Ask us to correct inaccurate or incomplete information.
- Ask for information to be deleted in certain circumstances.
- Ask us to restrict or stop certain uses of information.
- Object to processing based on legitimate interests or to direct marketing.
- Withdraw consent where consent is the basis for processing.
- Request transfer of certain information in a portable format where applicable.

To make a privacy request, email **matt@mzacting.com**. We may need to verify your identity before responding.

13. COMPLAINTS

Please contact us first if you have a privacy concern so we can try to resolve it. If UK data protection law applies to you, you may also have the right to raise a concern with the Information Commissioner's Office (ICO). If another country's law applies, you may have the right to contact the relevant local data protection authority.

14. COOKIES

Our website uses cookies and similar technologies. Some are necessary for the website to function; others may be used, with consent where required, for analytics, functionality or marketing. Please read our separate **Cookie Policy** for more information.

15. THIRD-PARTY LINKS

Our website may link to third-party websites, booking systems or social platforms. Their privacy practices are controlled by those providers. We encourage you to read their privacy information before submitting personal information.

16. CHANGES TO THIS POLICY

We may update this Privacy Policy when our services, technology, business structure or legal obligations change. The latest version will be published on mzacting.com and will show the date it was last updated.

Privacy questions?	Email **matt@mzacting.com** or visit **mzacting.com/safe** for safeguarding information.