

Razzamataz Theatre Arts UAE – Privacy Notice

This Privacy Notice was issued and last updated on 11th November 2025.

This Privacy Notice explains how Razzamataz Theatre Arts UAE (“Razzamataz”, “we”, “us”, or “our”) and our independently owned and operated Razzamataz Theatre Arts UAE franchises (“Franchisees”) collect, use, store, and protect your personal data in compliance with UAE Federal Decree-Law No. 45 of 2021 on the Protection of Personal Data (PDPL). It also explains your rights under UAE law.

Personal data means information identifying “you” meaning any of our customers and their children or our suppliers or individuals who browse our website and other individuals outside our organisation with whom we or any of our Franchisees interact

We and our Franchisees are committed to being transparent about the personal data we and our Franchisee collect, use, and store about you or your child, the purposes for which we and our Franchisees use it, and the measures we take to protect it.

This notice explains our practices in detail and applies to personal data collected through our central website and app, as well as during your interactions with our Franchisees.

1. Data Collection

1.1 We and our Franchisees may collect personal information in various ways, including when you:

- (a) Visit our website or app
- (b) Register for classes or services with one of our Franchisees
- (c) Fill out forms
- (d) Enter promotions, contests, or surveys
- (e) Communicate with us or any of our Franchisees

1.2 We and our Franchisees may collect and process the following categories of personal data about you and/or your child in both electronic and physical formats:

- (a) Personal and Contact Information:
 - (i) Full names, titles, postal addresses, email addresses, and telephone numbers.
 - (ii) Dates of birth, gender, and nationality.
 - (iii) Government-issued identification information, including Passport and Emirates ID details, and visa information.
- (b) Enrolment and Educational Information:
 - (i) Information provided on application and enrolment forms.
 - (ii) Your child’s educational background, previous schools, and attendance records.
 - (iii) Information regarding your child’s interests and suitability for our programmes.
- (c) Types of personal data we may collect include:
 - (i) Identity details (name, date of birth, nationality)
 - (ii) Contact details (phone, email, address)
 - (iii) Emergency contact details
 - (iv) Payment details (for processing transactions)

- (v) Health and safety information (e.g., allergies, medical needs)
- (vi) Marketing preferences

1.3 Information about your use of our website, including IP addresses, browser type, and operating system, collected via cookies and similar technologies.

1.4 For children under 18, personal data is only collected and processed with the consent of a parent or legal guardian.

1.5 We and our Franchisees will only collect personal data that is necessary for the purpose stated.

2. **Data Controller and Data Protection Officers**

2.1 The data controller for personal data collected through our central website (www.razzamataz.ae) and used by us is;

Razzamataz Theatre Arts MENA FZC
Business Centre, Sharjah Publishing City Free Zone, Sharjah UAE
Email: franchise@razzamataz.co.uk
Contact number: +44 (0)7931 285439

Our appointed Data Protection Officer (DPO) is:

Creative Futures Fine Arts Training LLC,
Bindasmal Building 1st Floor - Al Quoz 1, Dubai

Email: info@creativefutures.ae
Contact number: +971 58 58 37262

2.2 When you enrol at a specific Razzamataz school, the local Franchisee that operates that school is also a data controller for the personal data it collects and processes to deliver its services to you. Details of our Franchisees are shown on our website when you click on the Venue. For each of our Franchisees in UAE the data protection officer for that franchisee will be the Franchisee itself unless otherwise stated.

2.3 For any questions or requests regarding your personal data then please contact the following as applicable:

- where the question or request relates to your personal data that we have collected and used then please contact us using the details shown in paragraph 2.1 above;
- where the question or request relates to your personal data collected and used by one of our Franchisees then please contact that Franchisee using the contact details shown for that Franchisee on our website.

The DPO for our franchisee operating the Razzamataz Performing Arts school in Dubai is:

Creative Futures Fine Arts Training LLC,
Bindasmal Building 1st Floor - Al Quoz 1, Dubai

Email: info@creativefutures.ae
Contact number: +971 58 58 37262

3. Purpose and Legal Basis of Processing

We and our Franchisee will process your personal data for the following purposes, in line with PDPL lawful bases:

Purpose	Legal Basis
Provision of requested services, including through our franchises	Necessary for performance of a contract the Data Subject is a party.
Record keeping & compliance with UAE laws	Necessary for compliance with a Legal obligation
Responding to enquiries and customer support	Necessary for the performance of a contract (including taking steps at the request of the Data Subject prior to entering into a contract).
Processing payments and financial records	Necessary for the performance of a contract and for compliance with a legal obligation.
Marketing communications (news, events, offers)	Consent required under PDPL
Improving services and customer experience	Consent of the Data Subject required
Health & safety (e.g., medical information for child safety)	Necessary to protect the vital interests of the Data Subject, or with the explicit consent of the Data Subject (or their guardian).
Running promotions, contests, surveys	Consent

3.1 Marketing Consent: We and our Franchisees will only send you marketing communications if you have actively opted in to receive these communications. You can withdraw this consent at any time.

4. Sensitive Personal Data

4.1 As a performing arts school, we and/or our Franchisees must collect certain Sensitive Personal Data to ensure the health, safety, and well-being of our students. This is defined under the PDPL and includes:

- (i) Health Information: Details of allergies, medical conditions, health restrictions, immunisation records, and any emotional, learning, or physical needs.
- (ii) Biometric Data: Photographs and video recordings of students for identification, security, and promotional purposes (subject to your consent).
- (iii) Financial Information: Payment card details, bank account information, and records of payments made to us for fees and services.

- (iv) Technical and Usage Data: Information about your use of our website, including IP addresses, browser type, and operating system, collected via cookies and similar technologies.

4.2 Certain sensitive personal data (e.g., health details, religion, ethnicity) will only be processed when:

- (a) You (or a parent/guardian for a child) give explicit consent, or
- (b) It is necessary to protect vital interests (e.g., a medical emergency).

We handle this data with enhanced safeguards.

5. **Data Retention**

Your personal data is retained only for as long as necessary to fulfil the purposes for which it was collected and as follows:

- (a) Contact details: up to 7 years after last interaction
- (b) Financial records: minimum 5 years (per UAE commercial law)
- (c) Health/safety records: while the student is enrolled + 2 years
- (d) Marketing data: until consent is withdrawn

After these periods, data will be securely deleted or anonymised.

6. **Data Sharing**

6.1 Neither we nor our Franchisees will sell or trade your personal data. When you book through our central Website, we share this information with the relevant local Franchisee to enable them to provide the Razzamataz Activities you have requested.

6.2 We and our Franchisees may also share personal data with our UK-based franchisor, Razzamataz Theatre Arts Limited, for the purposes of central administration, quality assurance, network management, contractual enforcement and to ensure the consistent and safe delivery of the Razzamataz programme. The UK franchisor has confirmed to us that it has put in place adequate technical and organisational measures to ensure that all personal data received from us is collected, processed, and protected in accordance with applicable data protection laws. Any such transfer is subject to the cross-border data transfer safeguards detailed in Section 7 of this notice.

6.3 We and our Franchisee may also share your personal data with trusted third-party service providers for functions such as payment processing and IT support. We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

6.4 We and our Franchisee may also disclose personal data if required by UAE law or regulatory authorities.

7. **Cross-Border Data Transfers**

7.1 Your personal data may be transferred to, and processed in, countries outside of the UAE. Specifically, this includes sharing data with our UK-based franchisor, Razzamataz Theatre Arts Limited, and with some of our third-party service providers. We shall ensure that any such transfer of personal data is conducted in strict compliance with the requirements of the PDPL. Where we transfer data to our UK franchisor, we do so on the basis of contractual agreements

which ensure that your personal data is afforded an adequate level of protection equivalent to that required under UAE law.

7.2 We shall only transfer your personal data outside the UAE in one of the following circumstances:

- (a) The transfer is to a country or territory which has been determined by the UAE Data Office to provide an adequate level of protection for personal data; or
- (b) In the absence of an adequacy decision described in (a) above, we have implemented appropriate safeguards to protect your personal data. Such safeguards may include:
 - (i) entering into a contract with the recipient of the data which incorporates standard contractual clauses, obliging the recipient to protect the personal data with measures equivalent to those required under the PDPL;
 - (ii) obtaining your explicit consent for the proposed transfer, after having informed you of the potential risks of such transfers due to the absence of an adequacy decision and appropriate safeguards;
 - (iii) the transfer is necessary for the conclusion or performance of a contract to which you are a party, or for the implementation of pre-contractual measures taken at your request; or
 - (iv) the transfer is necessary for reasons of public interest.

8. **Data Security**

8.1 We and our Franchisees use appropriate technical and organisational measures to protect personal data, including:

- (i) SSL encryption for online communications
- (ii) Secure servers and password-protected systems
- (iii) Restricted access based on role
- (iv) Regular staff training on data protection
- (v) Internal data breach procedures

9. **Cookies**

Our website uses cookies to enhance your experience and analyse site traffic. Cookies are small text files stored on your device. We use strictly necessary cookies for the website to function and, with your consent, we also use performance and marketing cookies. You can manage your cookie preferences at any time through our cookie consent banner.

10. **Your Rights under UAE PDPL**

You have the following rights regarding your personal data:

- (i) Right to access – request a copy of your personal data
- (ii) Right to rectification – correct inaccurate or incomplete data
- (iii) Right to erasure – request deletion of your data where applicable
- (iv) Right to restriction – limit the way we and/or our Franchisees use your data
- (v) Right to data portability – receive your data in a transferable format
- (vi) Right to object – object to processing, including for marketing
- (vii) Right to withdraw consent – withdraw consent at any time

- (viii) Right not to be subject to automated decision-making – Razzamataz does not use automated decision-making without human review

To exercise your rights, please contact either us or the applicable Franchisee's DPO using the contact details given above in paragraph 2. Requests will be processed in line with PDPL requirements.

11. Complaints

If you believe we or any of our Franchisees have not handled your personal data properly, please contact us or your Franchisee (as applicable) first so we can resolve your concerns. If you are not satisfied, you may lodge a complaint with the UAE Data Office, the supervisory authority for personal data protection in the UAE.

12. Changes to this Privacy Notice

We may update this notice from time to time to reflect legal or operational changes. Updates will be posted on our website with the revised effective date.

13. Contact Us

If you have questions about this privacy notice or how we or our Franchisees handle your data, please contact:

Razzamataz Theatre Arts MENA FZC
Business Centre, Sharjah Publishing City Free Zone, Sharjah UAE
Email: franchise@razzamataz.co.uk
Contact number: +44 (0)7931 285439