

Privacy Notice for Program Participants

Masha & Daniil – Beyond Form

Last updated: 09/02/2026

1. Datacontroller

MariaKo & Co. acts as the data controller for the processing of personal data described in this notice.

MariaKo & Co.
Wildersgade 6A,
1408 Copenhagen K
CVR: 45629570

Contact Person: Benjamin Buza
info@mashadaniil.com / 0045 28258382

All service providers act under data processing agreements in accordance with GDPR Article 28.

2. What personal data we process

We may process the following categories of personal data:

2.1 Identity & contact details: name, email, phone, country, date of birth/age group.

2.2 Application/audition materials: video links/files, photos, short bio, dance CV.

2.3 Administration & payments: invoices, payment status, correspondence.

2.4 Program operations: attendance lists, casting/class allocation, feedback notes (non-medical).

2.5 Photo/video recordings taken during the Program (see section 6).

3. What we process your data for and our legal basis

Our legitimate interest is to operate and document the Program in a professional, safe and accountable manner. This may include cloud storage or Social Media platforms operated by providers outside of the EU/EEA.

3.1 Application handling & participation administration (selection, scheduling, communication)

Legal basis: GDPR Art. 6(1)(b)

3.2 Payments, accounting and recordkeeping

Legal basis: GDPR Art. 6(1)(b) and/or Art. 6(1)(c). Accounting material is generally retained 5 years from the end of the financial year under Danish bookkeeping rules.

3.3 Running the Program in a safe and professional manner

Venue lists, basic operational notes, dispute handling.

Legal basis: GDPR Art. 6(1)(f) (legitimate interests). (You always have the right to object—see section 8.).

3.4 Marketing/publication (website, social media, print)

Legal basis: GDPR Art. 6(1)(a) (consent). Consent can be withdrawn at any time.

For participants under 18, marketing/publication of identifiable images/video requires parent/guardian consent.

You may object at any time to processing based on our legitimate interests, unless we demonstrate compelling legitimate grounds.

4. Who we share data with (recipients)

We may share data with:

- Staff/teachers/coaches involved in the Program (need-to-know).
- Service providers (e.g., email, cloud storage, booking/payment, accounting, photographer/videographer) acting as processors under contract.
- Public authorities if required by law (e.g., accounting/audit obligations).

If we publish marketing material, recipients may include social media platforms and the public.

5. Transfers outside the EU/EEA

If any provider processes data outside the EU/EEA, we ensure a lawful transfer mechanism (e.g., EU Standard Contractual Clauses) and appropriate safeguards.

6. Photography, Video and Media

We may capture photos/video during the Program for two separate purposes:

6.1 Internal documentation (non-public):

Used to document the Program (internal archive, reporting).

Legal basis: legitimate interests (Art. 6(1)(f)). You can object.

6.2 Marketing/publication (public):

Used on website, social media and print.

Legal basis: consent (Art. 6(1)(a)). For under-18s, parent/guardian consent is required.

6.3 Withdrawal of consent and removal of material:

If you withdraw consent, we stop future use and remove content where reasonably possible (note: materials already printed or re-shared by third parties may be harder to fully retract).

7. How long we keep data (retention)

- Application/admin data: up to 12 months after Program ends unless needed for disputes.
- Accounting/invoices: 5 years from end of the financial year.
- Marketing photos/video (consent-based): until consent is withdrawn, and we review periodically every 2 years.

8. Your rights

You have the right to access, rectification, erasure, restriction, data portability (where applicable), and to object to processing based on legitimate interests. You can withdraw consent at any time.

You can also lodge a complaint with the Danish Data Protection Authority:

Datatilsynet

Carl Jacobsens Vej 35
2500 Valby
dt@datatilsynet.dk

9. Contact

To exercise rights or ask questions:

info@mashadaniil.com