

Privacy and cookies policy

1. Introduction

- 1.1 We are committed to safeguarding the privacy of our website visitors, service users, individual customers and customer personnel.
- 1.2 This policy applies where we are acting as a data controller with respect to the personal data of such persons; in other words, where we determine the purposes and means of the processing of that personal data.

2. The personal data that we collect

- 2.1 In this Section 2 we have set out the general categories of personal data that we process.
- 2.2 We may process data enabling us to get in touch with you ("**contact data**"). The contact data may include your name, email address, telephone number, postal address and/or social media account identifiers. The source of the contact data is you. If you log into our website using a social media account, we will obtain elements of the contact data from the relevant social media account provider.
- 2.3 We may process your website user account data ("**account data**"). The account data may include your account identifier, name, email address, business name, account creation and modification dates, website settings and marketing preferences. The primary source of the account data is you, although some elements of the account data may be generated by our website. If you log into our website using a social media account, we will obtain elements of the account data from the relevant social media account provider.
- 2.4 We may process your information included in your personal profile on our website ("**profile data**"). The profile data may include your name, address, telephone number, email address, profile pictures, gender, date of birth, relationship status, interests and hobbies, educational details and employment details. The source of the profile data is you and. If you log into our website using a social media account, we will obtain elements of the profile data from the relevant social media account provider.

3. Purposes of processing and legal bases

- 3.1 In this Section 3, we have set out the purposes for which we may process personal data and the legal bases of the processing.
- 3.2 **Direct marketing** - We may process contact data, account data, profile data, customer relationship data and/or transaction data for the purposes of creating, targeting and sending direct marketing communications by email, SMS, post and/or fax and making contact by telephone for marketing-related purposes. The legal basis for this processing is our legitimate interests, namely promoting our business and communicating marketing messages and offers to our website visitors and service users.

4. Retaining and deleting personal data

- 4.1 This Section 7 sets out our data retention policies and procedures, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.
- 4.2 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

5. Security of personal data

- 5.1 We will take appropriate technical and organisational precautions to secure your personal data and to prevent the loss, misuse or alteration of your personal data.
- 5.2 The following personal data will be stored by us in encrypted form: your name, contact information, password.
- 5.3 Data relating to your enquiries that is sent from your web browser to our web server, or from our web server to your web browser, will be protected using encryption technology.
- 5.4 You acknowledge that the transmission of unencrypted (or inadequately encrypted) data over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.
- 5.5 You should ensure that your password is not susceptible to being guessed, whether by a person or a computer program. You are responsible for keeping the password you use for accessing our website confidential and we will not ask you for your password (except when you log in to our website).

6. Your rights

- 6.1 In this Section 9, we have listed the rights that you have under data protection law.
- 6.2 Your principal rights under data protection law are:
 - (a) **the right to access** - you can ask for copies of your personal data;
 - (b) **the right to rectification** - you can ask us to rectify inaccurate personal data and to complete incomplete personal data;
 - (c) **the right to erasure** - you can ask us to erase your personal data;
 - (d) **the right to restrict processing** - you can ask us to restrict the processing of your personal data;
 - (e) **the right to object to processing** - you can object to the processing of your personal data;
 - (f) **the right to data portability** - you can ask that we transfer your personal data to another organisation or to you;
 - (g) **the right to complain to a supervisory authority** - you can complain about our processing of your personal data; and
 - (h) **the right to withdraw consent** - to the extent that the legal basis of our processing of your personal data is consent, you can withdraw that consent.

- 6.3 These rights are subject to certain limitations and exceptions. You can learn more about the rights of data subjects by visiting <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>.
- 6.4 You may exercise any of your rights in relation to your personal data [by written notice to us, using the contact details set out below].

7. Third party websites

- 7.1 Our website includes hyperlinks to, and details of, third party websites.
- 7.2 In general we have no control over, and are not responsible for, the privacy policies and practices of third parties.

8. Personal data of children

- 8.1 Our website and services are targeted at persons over the age of 18.
- 8.2 If we have reason to believe that we hold personal data of a person under that age in our databases, we will delete that personal data.

9. Updating information

- 9.1 Please let us know if the personal information that we hold about you needs to be corrected or updated.

10. About cookies

- 10.1 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.
- 10.2 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.
- 10.3 Cookies may not contain any information that personally identifies a user, but personal data that we store about you may be linked to the information stored in and obtained from cookies.

11. Cookies that we use

- 11.1 We use cookies for the following purposes:
- (a) **authentication and status** - we use cookies to identify you when you visit our website and as you navigate our website, and to help us determine if you are logged into our website.
 - (b) **personalisation** - we use cookies [to store information about your preferences and to personalise our website for you.
 - (c) **security** - we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally.

- (d) **advertising** - we use cookies to help us to display advertisements that will be relevant to you.
- (f) **analysis** - we use cookies to help us to analyse the use and performance of our website and services; and

12. Cookies used by our service providers

- 12.1 Our service providers use cookies and those cookies may be stored on your computer when you visit our website.
- 12.2 We use Google Analytics. Google Analytics gathers information about the use of our website by means of cookies. The information gathered is used to create reports about the use of our website. You can find out more about Google's use of information by visiting <https://www.google.com/policies/privacy/partners/> and you can review Google's privacy policy at <https://policies.google.com/privacy>
- 12.3 We publish Google AdSense advertisements on our website, together with advertisements from the following advertisers and advertising networks that are distributed by Google: The advertisements may be personalised to reflect your interests. To help determine your interests Google and its partners use cookies.

The cookies are used to track your previous visits to our website and your visits to other websites. You can opt out of Google's personalised advertising by visiting <https://www.google.com/settings/ads> and you can opt out of third party cookies use for personalised advertising by visiting <http://www.aboutads.info>. You can review Google's privacy policy at <https://policies.google.com/privacy>.

13. Managing cookies

- 13.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:
 - (a) <https://support.google.com/chrome/answer/95647> (Chrome);
 - (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
 - (c) <https://help.opera.com/en/latest/security-and-privacy/> (Opera);
 - (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
 - (e) <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac> (Safari); and
 - (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).
- 13.2 Blocking all cookies will have a negative impact upon the usability of many websites.

13.3 If you block cookies, you will not be able to use all the features on our website.

14. Amendments

14.1 We may update this policy from time to time by publishing a new version on our website.

14.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

15. Our details

15.1 This website is owned and operated by *RJS Ballet*

15.2 Our principal place of business is at *RJS Ballet, Unit 3, Drumhill House, Clayton Lane, Clayton, BD14 6RF.*

15.3 You can contact us:

- (a) by post, to the postal address given above;
- (b) using our website contact form;
- (c) by telephone, on the contact number published on our website; or
- (d) by email, using [the email address published on our website.