

### **What we collect and what we use it for**

We collect personal information when you register with us and when you use our services and the panels and surveys on this site. We may also receive information about you from our business partners or marketing firms. We ask you for personal data only when it is needed for any services you have enquired about or asked us to provide or for participation in any panels, surveys or other activities in which you are taking part on the site or to respond to your requests for information. We also receive and record information by tracking user traffic patterns throughout our pages to maintain a record of the movements of visitors to our site such as the page visited and the information, activity or service requested. If you send us e-mail, we will also retain the content of your e-mail and your e-mail address to respond to your message and handle any follow up. We use this information to customise the content you see on our pages, to fulfil your requests, to communicate with you generally and to contact you about special, promotions or new services. If you don't want to hear about special promotions or new services, please let us know by contacting us.

### **Surveys and panels**

In relation to surveys you participate in, we will only request information necessary to carry out analysis relevant to the subject at hand and will only use survey information (other than contact details) for that survey and future aggregate analysis of data. If after agreeing to participate in future online panels and surveys, you want to have your name removed, contact us and type REMOVE in the message box.

### **What information do we share?**

There are times when we require to share the personal information we learn from you with other parties. However, the information we hold on our customers is an important part of our business and it is not our business to sell or rent this information to others. We may however share personally identifiable information about our customers in the following situations:

### **Agents**

We may use other companies and individuals to perform functions in certain situations on our behalf such as moderating a discussion panel or running a survey. Other examples could include providing marketing assistance and data analysis and providing customer service. These agents only have access to information required for that purpose and may not use it for any other purpose.

### **Subsidiaries and strategic partners**

We share certain information with subsidiaries under our control and also with our affiliated businesses but we only share customer information relating to a transaction with that business.

### **Promotional Offers**

Other companies sometimes ask us to market their products and/or services on our site and we sometimes send these offers to our customers on behalf of these other businesses. When we do this, we do not give that business your name and address. If you don't want to receive such communication, please let us know by contacting us.

### **Business Transfers**

We are continually trying to expand and improve our business and we may sell or buy businesses or assets in these transactions. Customer information is generally one of the transferred business assets in these situations and in the event that Vision Dance Co. or substantially all of its assets are acquired, customer information may be one of the transferred assets.

Where we deal with other companies etc as above, we require those companies to comply with our privacy policy. We may also require to release information where required to do so by law. Other than in the above situations we will give notice on this site when your personal information might be shared with third parties and you will have the opportunity to decide not to share that information.

### **Security**

All information is received by us and retrieved using secure technology. In order to provide a safe and secure environment for your personal information we use up to date technology with a view to protecting that information against loss, misuse or unauthorised alteration. We only allow authorised personnel access to personal information you provide. You creating passwords that cannot be easily accessed, guessed or reproduced by unauthorised persons can enhance the effectiveness of our safety measures.

### **Cookies**

A cookie is a small data file that certain web sites write to your hard drive when you visit them. The only personal information a cookie can contain is information a user supplies him or herself. A cookie can't read data off your hard disk or read cookie files created by other sites. Cookies, however, enhance our website performance in a number of ways including providing a secure way for us to verify your identity during your visit to our website and personalising your experience on our site making it more convenient for you. Vision Dance Co. therefore uses cookie technology to track or record information about visitors to our site. These cookies are "session specific" and are not used to record personal information or to associate personal information with the use of Vision Dance Co. services. Your privacy and security are not compromised when you accept a cookie from our website. You can refuse cookies by turning them off on your web browser and you do not need to have cookies turned on to successfully use the site.

### **Changes to Privacy Policy**

We may edit this policy from time to time. If we make any substantial changes we will notify you by posting a prominent announcement on the site.

### **Questions or Suggestions**

If you have any questions or suggestions regarding this policy or believe we are not properly adhering to it please contact us.

### **Our Address**

If you wish to contact us at any time our numbers are as follows:

Telephone 1: +44 (0) 7958 075 111

Telephone 2: +44 (0) 7805 971 144