

Privacy & Cookies Policy

Leeds Aerial Arts

This Privacy & Cookies policy describes how we use and protect any information that you give us when you use this website.

Our commitment to you

We promise to safeguard your privacy and personal information, keep it safe and will never pass it to third parties. If we ask you to provide certain information by which you can be identified when using this website, making a booking or attending our classes, it will only be used in accordance with this privacy statement which follows the General Data Protection Regulations (GDPR).

Protecting your Information

In this Privacy Policy, “we” and “our” refers to Leeds Aerial Arts Ltd, a Company registered in England and Wales with registration number 12481001 and “site” refers to this website and any other associated website owned or operated by Leeds Aerial Arts Ltd from time to time.

Personal information we may collect, why and how

We collect different kinds of information for different reasons, depending on your relationship to us. If we do collect your personal data - for example your name, email, address or phone number - here on the site or through our bookings portal/s, then that data is made up of information that you consent to provide us.

Normally, you would only provide this information if booking a class (or making another purchase from us), or by signing up to receive our free mailing list or other resources that might be available from time to time.

Through our bookings portal/s, we may collect data including:

- Your name
- Your email
- Your phone number
- Your date of birth
- Any health conditions
- Your address

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- Emergency contact details
- Class photo permissions

This data is directly provided to us by you, so is therefore given with your consent.

Some of this data allows us to keep you updated on bookings you've placed, for example we might use your email or phone number to send class login details, reminders and schedule changes. Some is imperative for us to be able to provide you with our services, such as your date of birth, prior knowledge of any health conditions and your emergency contact details.

We may process and/or collect certain purchase information, which enables us to fulfil your order (our contract with you) and to screen our orders for potential risk and prevent fraud.

This information may include your name, billing address, payment information, email address, and phone number. The purposes we may use this information for include processing your payment and providing you with invoices and/or payment confirmations.

You may also provide us with your data face-to-face at one of our venues, via email or on the telephone.

Howsoever provided, the information you give to us is protected under this Privacy and Cookies policy. We retain information only as required by applicable UK laws and/or regulations.

Your payment information

We do not retain your payment information. That information is processed securely and privately by the third party payment processors we use, and encrypted and stored by them as required by law.

These types of payment processors are banned from using your personal data except to provide the necessary payment services to us, and they are required by law to maintain the confidentiality of your data at all times.

Your purchase history and order information

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We retain details of your past orders so that we can complete our contract with you, provide customer service and support and comply with UK law and applicable regulations.

Your contact history

Whether through the site or bookings portal, over the phone, by email or via social media, we might retain details of contact between ourselves for such periods of time as may be required by law or applicable regulations.

We do this to maintain excellent customer service standards, and to comply with laws and regulations where applicable.

Your responses to surveys, competitions and promotions

We use this type of information to run surveys, competitions and promotions from time to time, and to allow you to enter and/or participate in those surveys, competitions and promotions.

Information about how you use our Site

When you visit the site, some information is automatically collected about your device and how you use our site. This information may include details about what browser you are using, your IP address, time zone and cookies you have installed, as well as how you came to find the site, the individual pages you look at and how long you spend with us, and that data may be gathered by (and therefore shared with) trusted third parties, for example Google Analytics.

We use this information to improve our site and its content, to help us screen for potential risk or fraud (in particular, your IP address), to inform our business strategy (for example, information on which classes you like most may inform the types of classes we release in the future) and to improve the experience you have with us overall, including measuring how interesting you find our content, marketing and advertising to see how effective they are.

This type of information is collected using cookies and similar technologies like pixels and web beacons. By continuing to browse the site, you agree to our use of Cookies.

We use Cookies...

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Cookies and similar technologies are small text files that are placed on your device and usually include an anonymous, unique identifier:

We use the following cookies:

Necessary cookies:

These are required for our site to function. For example, they may enable you to log in to secure areas, or help us to recognise and prevent fraudulent activity.

Performance, analysis and diagnostics cookies:

These allow us to recognise and count the number of visitors the site receives and to see how visitors move around our site when they are using it. This information is anonymous, and helps us improve the way our site works, for example by making sure users can easily find what they are looking for.

Functionality cookies:

These are used to recognise you when you return to our site. This enables us to remember your preferences and may allow us to personalise content for you.

Targeting cookies:

These cookies record your visit to our site, the pages you view on the site and the links you have followed to find our site. We may use this information to make our site, our marketing and our advertising more relevant. This information may be shared with our trusted partners (see "Trusted Partners" section for more information, including how to opt out of these cookies).

Managing Cookies

Please be advised that some of our cookies are essential for the site to operate. You may delete and block all cookies from our site, but this may be detrimental to the functionality of the site and restrict your ability to use the site.

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Please note that our trusted partners and websites linking to our site may also use cookies (over which we have neither control or responsibility), details of which you can find in their respective privacy policies.

To learn more about cookies in general, including how to disable them, you can visit <http://www.allaboutcookies.org>.

Our Trusted Partners

As outlined above, we may share your personal information with our trusted partners to enable us to fulfil our contract/s with you, to comply with applicable laws and regulations, to inform our business strategy, to measure the effectiveness of our marketing and advertising, to improve your overall experience with us and (if you choose to opt-in) to provide you with marketing communications, promotions and offers.

However please note - we will never pass your personal information to third parties for marketing purposes without your explicit prior consent.

Our trusted partners may change from time to time, and details will be updated within this Privacy & Cookies Policy.

We use MINDBODY to power our studio class bookings. You can read more about how MINDBODY uses your personal information here:

<https://company.mindbodyonline.com/legal/privacy-policy>

We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your personal information here:

<https://www.google.com/privacy>

You can also opt-out of Google Analytics here:

<https://tools.google.com/gaoptout>

We may use a Facebook Pixel to measure the effectiveness of our content and advertising on Facebook owned channels. You can change your Facebook Privacy Settings, including your advertising preferences, at any time using this link:

<https://www.facebook.com/help/>

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We use Mailchimp to send email marketing communications to users who opt-in to receive them. You can view their privacy policy here :

<https://mailchimp.com/privacy>

Finally, we may also share your personal information for legal reasons; for example to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

Behavioural Advertising

As described above, we may use your Personal Information to provide you with targeted advertisements or marketing communications that we believe may be of interest to you.

For more information about how this type of advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at:

<http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>

You can opt out of this type of advertising using these links:

Facebook

<https://www.facebook.com/settings/?tab=ads>

Google

<https://www.google.com/settings/ads/anonymous>

You can also opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at:

<http://optout.aboutads.info/>

Please note that we do not alter our site's "data collection and use" practices when we see a Do Not Track signal from your browser.

Storing your Information

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We store your information for as long as is required to enable us to provide our services to you and/or to fulfil our contract with you and/or to communicate with you, subject to your consent.

If reasonably necessary or required to meet legal or regulatory requirements, resolve disputes, prevent fraud and abuse or enforce our T&Cs, we may retain some of your information as required after it is no longer needed to provide services to you or fulfil contracts with you.

We will not retain your contact information for marketing purposes if you choose to opt-out of marketing communications, and you may choose to do this at any time.

You can unsubscribe from marketing communications at any time using the relevant links included in all our email marketing communications, or by emailing lorna@leedsaerialarts.co.uk

Your Rights in relation to your Data

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted.

If you would like to exercise your rights, or have any complaint whatsoever, please contact us at any time at lorna@leedsaerialarts.co.uk

Unless otherwise outlined above, we are processing your information in order to fulfil contracts we might have with you (for example if you make a class booking), or to otherwise to pursue our legitimate business interests.

We take protecting your personal information extremely seriously and therefore, if your information is to be sent outside of Europe (for example to trusted partners based in Canada and the United States), we make sure it will be subject to the highest standards of protection and security and that their practices are compliant with the conditions set out in prevailing privacy laws.

Upon completion of your sessions with us, if you wish to erase the data which we hold on our booking platform, we can do this - please email your deletion request to lorna@leedsaerialarts.co.uk

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We do not use or disclose sensitive personal data, such as race, religion, or political affiliations, without your explicit consent, nor do we ask for this information from you.

Changes

We may update this Privacy and Cookies policy from time to time in order to reflect (for example) changes to our practices, changes to prevailing privacy laws or for other operational, legal or regulatory reasons.

Children

By providing us with your data, you warrant to us that you are over 13 years of age.

We never knowingly collect data for children under the age of 16, and it is your sole responsibility to advise us if you are providing information for a child under the age of 16.

If you are based in the Republic of Ireland:

We never knowingly use the personal data of anyone under the age of 18 for any profiling, marketing or targeting purposes and it is your sole responsibility to inform us if you are providing information for a child under 18.

Get in Touch

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at lorna@leedsaerialarts.co.uk or by mail using the details provided below:

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Leeds
LS17 5ER