

Effective as of 25<sup>th</sup> May 2018

## Privacy Policy – Martial Arts Burton, Jon Jepson Black Belt Academy

At Martial Arts Burton, Jon Jepson Black Belt Academy (from now on also referred to as “we”, “us”, or “our”) we respect your privacy rights. We have created this privacy policy to explain how we treat the information collected and received from your use of our services provided through the website, <https://www.martialartsburton.co.uk> and any other websites or applications we own, operate, or control. This Privacy Policy applies only to the services that we supply, and we are not responsible for the practices of persons, companies, institutions or websites that we do not control, manage, or employ.

Please read this Privacy Policy carefully, as it governs your use of our website. If you do not agree to this Privacy Policy, please do not use our services.

Martial Arts Burton, Jon Jepson Black Belt Academy is the data controller of your information. Please see the “Contact Information” section below for additional details. Please note that if you obtain access to this website through Sponsored Services, the third-party referral source may provide us information subject to our agreement with them and therefore the third-party sponsor may be the controller with respect to such data.

Our company website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com’s data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

### **Important Information About Using Our Services**

Please understand that by submitting any information to us, you acknowledge that we may collect, use, disclose and retain such information in accordance with this Privacy Policy and as permitted or required by law. If you do not agree with these terms, then please do not provide any information to us.

### **What Information We Collect**

We collect a variety of information that you provide directly to us. In general, we collect information from you through:

- Using any of our services, including registering for a membership Account through the Website(s)
- Making a purchase from us, including registering and enrolling for membership subscription
- Signing up for email updates
- Uploading or posting to public forums included through the services
- Submitting requests or questions to us via forms or email
- Requesting customer support and technical assistance

### **The types of data we collect directly from you include:**

- Name, address, telephone number and email address

- Log-in credentials, if you register a User Account with us
- Information about purchases or other transactions with us, such as your postal address. Please note, however, that we do not collect, store, or transmit financial account information. Instead, we use a third-party payment processor to process our payments
- Information about your customer service and maintenance interactions with us
- Demographic information, such as your gender, and other personal information
- Information you provide to us in connection with any application for membership to the academy including, for example, previous martial arts training, current level of fitness, medical details and other information
- User-generated content you upload or post to public forums through the services. Information needed in order to comply with any procedures, laws, and regulations which apply to us where it is necessary for our legitimate interests or the legitimate interests of others
- Any other information you choose to directly provide to us in connection with your use of the services

### **Information We Collect Through Automated Means**

When you use our services, we and our service providers (which are third party companies that work on our behalf) may use cookies, and similar technologies to track, collect and aggregate certain information including, among other things, which pages of our Website(s) were visited, the order in which they were visited, when they were visited, the URLs from which you linked to our Website(s), and which hyperlinks were “clicked.” Collecting such information may involve logging the IP address, operating system and browser software used by each user of the Website. Through such information, we may be able to determine from an IP address a user’s Internet Service Provider and the general geographic location (city/county) of his or her point of connectivity.

We also use or may use these technologies to help us determine and identify repeat visitors, the type of content and sites to which a user of our Website(s) links, the length of time each user spends at any particular area of our Website(s), and the specific functionalities that users choose to use.

We use third-party web analytics services (such as those of Google Analytics) on our Website(s) to collect and analyse usage information through cookies and similar tools; engage in auditing, research, or reporting; assist with fraud prevention; and provide certain features to you.

For more information about our use of cookies and similar technologies, including how you can install the Google Analytics Opt-out Browser Add-on to prevent Google from using your information for analytics, or otherwise control or disable cookies, please see our Cookies Policy.

### **Information We Collect from Social Media and Other Content Platforms**

If you log-in to, or connect to, a third-party network (e.g., through a social network), or log-in to our services, through a social network site (e.g., Facebook), you may allow us to have access to and store certain information from your social network profile. This includes your name, gender, profile picture, depending on your settings on such services. If you do not wish to have this information shared, do not use a social networking connection to access the services. For a description of how social networking sites handle your information, please refer to their privacy policies and terms of use, which may permit you to modify your privacy settings.

## **How We Use The Information We Collect**

We use your information for various purposes depending on the types of information we have collected from and about you and the specific services you use, in order to:

- Send you information in connection with the services
- Respond to your communications and requests
- Manage and process, including but not limited to tracking attendance and progress at the academy.
- Contact you by email, postal mail, or phone (including via SMS messages) regarding our products, services, surveys, promotions, special events and other subjects that we think may be of interest to you
- Customize the content we provide through the services
- Help us better understand your interests and needs, and improve the services
- Secure the services
- Comply with any procedures, laws, and regulations which apply to us where it is necessary for our legitimate interests or the legitimate interests of others
- Establish, exercise, or defend our legal rights where it is necessary for our legitimate interests or the legitimate interests of others

## **Data Subject Rights and Your Choices**

You may have certain rights with respect to your information as further described in this section.

### *Your Legal Rights*

If you would like further information in relation to your legal rights under applicable law or would like to exercise any of them, please contact us using the information in the “Contact Information” section below at any time. Your local laws, such as in the European Union, may permit you to request that we:

- provide access to and/or a copy of certain information we hold about you
- prevent the processing of your information for direct-marketing purposes (including any direct marketing processing based on profiling)
- update information which is out of date or incorrect
- delete certain information which we are holding about you
- restrict the way that we process and disclose certain of your information
- transfer your information to a third-party provider of services
- revoke your consent for the processing of your information

We will consider all requests and provide our response within the time period stated by applicable law. Please note, however, that certain information may be exempt from such requests in some circumstances, which may include if we need to keep processing your information for our legitimate interests or to comply with a legal obligation.

To the extent that you make such a request, we will require certain information to help verify your request and prevent fraudulent information and removal requests.

1. Username and email address associated with your Academy Membership
2. Approximate date you became an academy member
3. Details of the information you want to view and/or request removed;
4. A statement under penalty of perjury that all information in your request is truthful and that this is your academy membership or that you have the authorization to make the request on behalf of the owner of the membership Account.

Depending on the circumstances and the information you request, we may require additional methods of verification in our discretion.

## **Marketing Communications**

You may instruct us not to use your contact information to contact you by email, postal mail, or phone regarding products, services, promotions and special events that might appeal to your interests by contacting us using the information below. In commercial email messages, you can also opt out by following the instructions located at the bottom of such emails. Please note that, regardless of your request, we may still use and share certain information as permitted by this Privacy Policy or as required by applicable law. For example, you may not opt out of certain operational emails, such as those reflecting our relationship or transactions with you.

## **Retention of Your Information**

We keep your information for no longer than necessary for the purposes for which it is processed. The length of time for which we retain information depends on the purposes for which we collected and use it and/or as required to comply with applicable laws.

## **Children's Privacy**

Our website is intended for general audiences and not for children under the age of 13. If we become aware that we have inadvertently collected "personal information" from children under the age of 13 without legally-valid parental consent, we will take reasonable steps to delete it as soon as possible. We also comply with other age restrictions and requirements in accordance with applicable local laws.

## **How We Protect Your Information**

We consider the confidentiality and security of your information to be of the utmost importance. We employ a variety of technical, administrative, and physical measures to protect your information from disclosure to or access by third parties. Please note that we do not guarantee the security of information, as no method of internet transmission or storage is completely secure. Also note that we may retain and store your information in our databases and systems even after your academy membership is deactivated as long as we have a legitimate purpose to do so and in accordance with applicable law.

## **Contact Information**

If you have any questions, comments or complaints about this Privacy Policy, please contact us:

Master Dean Fern

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