

## FIRST SWIM: **PRIVACY POLICY**

This policy relates to the [www.firstswimlondon.co.uk](http://www.firstswimlondon.co.uk) and this website is the property of First Swim Ltd. First Swim is committed to preserving the privacy of all visitors to our website. Please read the following privacy policy to understand how we use and protect the information that you provide to us

This privacy policy covers all data that is shared by a visitor with us whether via [www.firstswimlondon.co.uk](http://www.firstswimlondon.co.uk) directly or via email.

### **Information that we may collect from you**

When you visit, register or order products or services on [www.firstswimlondon.co.uk](http://www.firstswimlondon.co.uk) you may be asked to provide certain information about yourself, including your name, contact details and - if making an online purchase - credit card details.

We use a third party specialist secure card processing provider when taking payments. First Swim Ltd does not hold your card details.

We may also collect information about your usage of our website as well as information about you from messages you post to the website and e-mails or letters you send to us.

### **Use of Your Information**

Your information will enable us to provide you with access to all parts of our website and to supply the goods or services you have requested.

It will enable us to bill you and to contact you where necessary concerning your orders. We will also use and analyse the information we collect so that we can administer, support, improve and develop our business.

In addition, we may use the information for the following purposes:

To provide information on other products which we feel may be of interest to you, where you have consented to receive such information.

To notify you about any changes to our website or services, such as improvements or developments or product changes

Further, where you have consented, we might also use your information to let you know by email, SMS or post about other products and services which we offer which may be of interest to you.

If you do not want us to use your data for our or third parties you will have the opportunity to withhold your consent to this when you provide your details to us on the form on which we collect your data.

### **Disclosure of your information**

Where applicable and where you have consented, we may disclose your personal information to carefully selected third parties or any member of our group. This includes, where applicable, our subsidiaries, our holding company and its other subsidiaries (if any). They may contact you by email. If you change your mind about being contacted by these companies in the future, please let us know at [admin@firstswim.co.uk](mailto:admin@firstswim.co.uk)

If our business enters into a joint venture with or is sold to or merged with another business entity, your information may be disclosed to our new business partners or owners.

Unless required to do so by law, we will not otherwise share, sell or distribute any of the information you provide to us without your consent

### **Cookies**

On occasion, we may gather information about your computer for our services and to provide statistical information regarding the use of our website to our advertisers.

Such information will not identify you personally it is statistical data about our visitors and their use of our site.

This statistical data does not identify any personal details. It is used to analyse how visitors to

<http://www.firstswimlondon.co.uk/> interact with the website so that we can continue to develop it and make it a better experience for our visitors. We may gather information about your general internet use by using a cookie file that is downloaded to your computer. Where used, these cookies are downloaded to your computer automatically. This cookie file is stored on the hard drive of your computer as cookies contain information that is transferred to your computer's hard drive. They help us to improve our website and the service that we provide to you.

All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access particular parts of our website.

Our advertisers may also use cookies, over which we have no control. Such cookies (if used) would be downloaded once you click on advertisements on our website.

### **Storing Your Personal Data**

4.1 We may transfer data that we collect from you to locations outside of the European Economic Area for processing and storing. Also, it may be processed by staff operating outside the European Economic Area who work for us or for one of our suppliers. For example, such staff maybe engaged in the processing and concluding of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all reasonable steps to make sure that your data is treated securely and in agreement with this Privacy Policy.

4.2 Data that is provided to us is stored on our secure servers. Details relating to any transactions entered into on our site will be encrypted to ensure its safety.

4.3 The transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically and transmission of such data is therefore entirely at your own risk. Where we have given you (or where you have chosen) a password so that you can access certain parts of our site, you are responsible for keeping this password confidential.

### **Third Party Links**

You may find links to third party websites on our website. These websites should have their own privacy policies which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

### **Access to Information**

The Data Protection Act 1998 gives you the right to access the information that we hold about you. Please note that any request for access may be subject to payment of a fee of £10 which covers our costs in providing you with the information requested. Should you wish to receive details that we hold about you please contact us using the contact details below.

### **Changes to our privacy policy**

Changes to our privacy policy in the future will be posted to the website.

### **Contacting Us**

We welcome any queries, comments or requests you may have regarding this Privacy Policy. Please do not hesitate to contact us at [admin@firstswimlondon.co.uk](mailto:admin@firstswimlondon.co.uk).