



This website is operated by, and any contract for the sale of goods will be with, PAL Entertainments Limited t/as Imagine Dance and Theatrical Wear whose main trading address is at 1 Marygate, WAKEFIELD, West Yorkshire, WF1 1PA ("us" "we" and "our"). We are committed to preserving the privacy of all visitors to imaginewear.co.uk (the "Website"). Please read the following privacy policy to understand how we use and protect the information that you provide to us. We do update this Policy from time to time so please do review this Policy regularly.

By registering an account on this Website, placing an order through it or emailing us through it, you consent to the collection, use and transfer of your information under the terms of this policy.

Information we collect from you.

When you visit or register an account or order goods on the Website you may be asked to provide certain information about yourself including your name, contact details (including email address), delivery address and debit or credit card information. We may also collect information about your usage of the Website as well as information about you from e-mails or letters you send to us. We may collect personal information from the following organisations:

- Google Analytics
- Social Media Cookies and Plug ins – Facebook, Twitter
- Payment Provider Cookies – for anti-fraud purposes

Use of your information.

Your information will enable us to provide you with access to all parts of the Website and to supply the goods you have requested. We will also use and analyse the information we collect so that we can administer, support, improve and develop our business.

We may use your information to contact you for your views on our services and to notify you occasionally about important changes or developments to the Website or our services. Further, where you have consented, we might also use your information to let you know about other products and services which we offer which may be of interest to you and we may contact you by post, telephone or e-mail. If you change your mind about being contacted in the future, please let us know.

Disclosure of your information

The information you provide to us will be held on our computers in the UK and may be accessed by or given to third parties who act for us for the purposes set out in this policy or for other purposes approved by you. Those parties process information, fulfil and deliver orders, process credit and debit card payments and provide support services on our behalf. Your personal information will be sent to our preferred courier for the delivery of ordered goods to you, and to WIX for processing your credit or debit card payment. We may also pass aggregate information on the usage of the Website to third parties, but this will not include information that can be used to identify you.

Finally, 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 and you consent to such transfer of your information.



Countries outside the European Economic Area do not always have strong data protection laws. However, we will always take steps to ensure that your information is used by third parties in accordance with this policy.

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

Cookies are small amounts of information which we store on your computer. Our system will issue cookies to your computer when you log on to the Website to place an order for goods. Cookies allow us to monitor the Website traffic, personalise the content of the Website for you and identify you with your Shopping Basket. You may set up your computer to reject cookies but although, in that case, you will not be able to place orders for goods on the Website. If you do not wish to receive cookies in the future, please locate the instructions for your specific browser by looking in its "help" menu.

Security and data retention

We employ security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction, and damage. All personal information is held behind a firewall on a secure server to which only a limited number of people will have access. We will retain your information for a reasonable period or as long as the law requires.

Accessing and updating

You are entitled to see the information held about you and you may ask us to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact us. We are entitled by law to charge a fee of £10 to meet our costs in providing you with details of the information we hold about you.

Changes to our privacy policy

Any changes to our privacy policy in the future will be posted to the Website and, where appropriate, through e-mail notification.

Contact

All comments, queries and requests relating to our use of your information are welcomed and should be addressed to Paul Wilkins, Data Protection Officer, PAL Entertainments Limited, 1 Marygate, WAKEFIELD, West Yorkshire, WF1 1PA. Registered with the Information Commissioner's Office – Company reference number: ZA34447