

# **PRIVACY POLICY**

**First Sight Media and our clients are committed to protecting your privacy. We use the information we collect about you to process orders and to provide a personalised service to you when you visit our web site.**

**At First Sight Media, we appreciate that you do not want the personal information you provide to us distributed indiscriminately and here, we explain how we collect information, what we do with it and what controls you have.**

## **1. What information does First Sight Media collect and how is it used?**

- When you register we need to know your name, e-mail address and, if making a purchase, registered address. This allows us to process and fulfill your order and to notify you of your order status. PLEASE NOTE WE NEVER HAVE ACCESS TO YOUR CREDIT/DEBIT CARD INFORMATION. This is all processed securely via PayPal or other payment gateway.
- If making a deliverable order, we may ask for your telephone number to enable us to contact you if there is a problem with your order. In the case of international orders this number may be passed on to our couriers.
- If you indicate on the Web Site that you would like us to, we may also use this information to notify you (by email) about important functionality changes to the web site, about new content or services and special offers we think you would appreciate. If you change your mind and would rather not receive this information please send an email to you can easily update your preferences in the 'account manager' section of the site.
- Except as indicated in this privacy policy, all other personal information that you give us through the Web Site is used only for the purposes of complying with contracts that you enter into via the Web Site and is then deleted.

## **2. How does First Sight Media protect customer information?**

To prevent unauthorised access as required by the UK Data Protection Act 1998, we follow strict security procedures in the storage and disclosure of information which you have given us. Our security procedures mean that we may request proof of identity before we are able to disclose personal data to you following a request from you to do so. We use a secure server by which you may place your order or access your account information.

## **3. What is the policy of First Sight Media in relation to disclosing information to outside parties?**

We will never pass your details onto third parties unrelated to the site you have registered to.

### **Cookies**

First Sight Media uses cookies which are tiny text files stored on your computer when you visit certain web pages. The types of cookies we use are for analytical purposes. This helps us understand our website better and give you an improved online experience for the future.

There are cookies used on our website that are essential in order for us to provide our services. Below is a list of cookies featured on our website with their names and their meaning.

**Cookies essential to our website**

Name	Purpose
ASP.NET_SessionId	A cookie generated by our ASP .NET development platform to allow our website to display properly.

**Partners and third party cookies**

Name	Purpose
Google _utma _utmb _utmc _utmz	<p>Google Analytics is used to track our website performance and behavioural patterns on our site.</p> <p>This allows us to make improvements to our websites and provide a better online experience gained by the statistical information gathered using Google Analytics. <a href="#">Click here for an overview of privacy at Google</a>. For more information on our use of Google Analytics see below.</p>

**Partners and third party cookies**

Portions of this website use Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses “cookies”, which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website,

you consent to the processing of data about you by Google in the manner and for the purposes set out above.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

### **How to remove cookies**

Most web browsers allow some control of most cookies through the browser settings. To find out more information about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note that deleting cookies will limit your web experience on our website.

**We may disclose personal information if required to do so by law or if we believe that such action is necessary to protect and defend the rights, property or personal safety of First Sight Media and our clients, the Web Site or its visitors.**

**This site contains links to other sites. We are not responsible for the privacy policies or the content of such sites.**

### **4. What is the policy of First Sight Media on allowing me to update, correct or delete my personally identifiable information?**

At any time you may edit your profile information stored on the site. To do so, login to your account and select 'Account Manager' at the top of the page.

### **5. Where is the information stored?**

Information which you submit via this website is hosted on secure servers in the United Kingdom and United States. This is necessary in order to process the information and to send you the information you have requested. Information submitted by you may be transferred by us to our other offices and (in accordance with this privacy policy) to other reputable third party organisations, which may be situated outside the European Economic Area.

### **6. Your Consent**

By using our website you consent to the collection and use of this information by First Sight Media. If we decide to change our privacy policy, we will post these changes on this page so that you will be aware of what information we collect, how we use it and under what circumstances we disclose it in accordance with the Data Protection Act 1998. If you do not consent to any changes to our privacy policy and as a result you would like us not to use or hold your information in accordance with the revised terms, you may instruct us to delete your information by sending an e-mail to [admin@fsmevents.com](mailto:admin@fsmevents.com).

### **7. Further information**

You may request further information or clarification at any time by contacting [admin@fsmevents.com](mailto:admin@fsmevents.com) or the First Sight Media team on 0800 072 8753 from the UK or +44 1993 837144 internationally.