

## **Safeguarding Our Members' Privacy**

Your privacy is very important to Hellcats Cheerleaders ('Hellcats'). This Privacy Policy ("Privacy Policy") spells out our commitment to respecting the privacy of users of <http://www.hellcatscheerleaders.co.uk> ("hellcatscheerleaders.co.uk"), as well as Hellcats' social media websites, mobile websites, applications and other content (collectively, the "Service"). Hellcats reserves the right to change this Privacy Policy in its sole discretion without notice to you.

### **Collection of Information**

Collection of information is usually grouped into two categories: personally identifiable information and so-called 'aggregate' information. Personally identifiable information is any information in Hellcats possession that is associated with a specific user of our site (such as a name or email address) and information we collect about how individual visitors use our site (such as the fact that a visitor likes entertainment news or has purchased certain merchandise). It does not include aggregate information, which is general demographic information (such as the total number of visitors who are more than 35 years old).

Hellcats also gathers and stores information via an online management system "Class4Kids" (their privacy policy can be accessed by clicking [here](#)). Personal information may be collected through this system in order to sign up for new classes, contact parents about existing classes and to allow access to emergency contact information.

Hellcats may also hold your personal information in email marketing software "MailChimp" (their privacy policy can be accessed by clicking [here](#)) in order to keep clients up to date. Hellcats will only add your information to these mailing lists if you have opted in upon signing up and you are free to opt-out or unsubscribe from this service at any time. Hellcats will never sell your personal information to third parties.

### **Personally Identifiable Information**

Hellcats uses personal information only for the following purposes:

1. to process requests and orders placed with service providers;
2. to personalize content based on visitors' interests, including making visitors aware of editorial features, advertisements, and commercial offerings that may be of interest;
3. to communicate with visitors;
4. to serve visitors when they have questions or problems;
5. to perform normal business operations (such as billing) and
6. to investigate complaints and protect visitors, in compliance with the law.

You expressly consent to Hellcats contacting you through any contact information you provide directly or indirectly to Hellcats via its Service, in accordance with applicable laws.

Your profile information (any demographic information you provide to Hellcats such as postcode, age etc) may be used to create personalized content, services, and marketing on Hellcats' Services so that we can deliver information to you based on your interests and location. In addition, Hellcats may provide affiliates with non-personally identifiable profile information to generate aggregate reports and market research.

## **Agreement, Interactive Features Guidelines and policies**

From time to time, we'll make our visitorship list available to carefully selected outside organizations. We may also send approved commercial communications to visitors on behalf of outside parties. If you do not want your name, address, e-mail address or other personal information to be provided for such purposes, indicate your intent by going to Visitor Preferences and choosing to opt out.

Hellcats uses strict procedures and safeguards designed to protect the privacy of all personal information. All Hellcats employees with access to personal information are required to follow specific practices concerning its proper handling, as specifically authorized or as required by law.

Hellcats complies in all respects with the Electronic Communications Privacy Act of 1986, as amended, ('ECPA'). Subject to the subpoena, warrant, consent, and court order provisions of ECPA, we must provide visitor information and/or Internet communications to the proper authorities.

### **Aggregate Information**

Hellcats tracks the total number of visitors to each of our pages in an aggregate form to allow us to update and improve our sites. Personally identifiable information is not extracted in this process.

Hellcats may use or disclose aggregated (not personally identifiable) information for any purpose.

On a limited basis, we use 'cookie' technology. Cookies are pieces of information that an Internet site transfers to your hard drive for record-keeping purposes. Our servers then use these cookies to make your sessions easier by saving your preferences while you are on Hellcats pages. The use of cookies is an industry standard -- you'll find them almost everywhere on the Internet. Our cookie usage is single session-only information, and is not stored across multiple sessions. Hellcats tracks which ads have been viewed, and we tie it to demographic data, but not to personally identifiable information. Remember, this describes cookie usage ONLY on hellcatscheerleaders.co.uk (and its affiliate) sites. We have no control over the use of cookies by other Internet sites and their owners.

### **Data Storage**

Data is stored both electronically and as a hard copy via several different channels.

1. MAILCHIMP If you have signed up to our mailing, your email will be stored via mailchimp unless you unsubscribe from this service.
2. CLASS4KIDS is our online booking system and as such any information you input at the time of making your booking will be kept on the Hellcats class4kids online system.
3. MEMBERSHIP FORMS Each year members fill out and sign membership forms when signing up for classes, hard copies of these forms that you sign are kept filed until you leave Hellcats or up to 5 years ceasing your membership.
4. HELLCATS WEBSITE your data will be collected if you subscribe to the website or purchase anything via our online shop. Data is cleared every 5 years unless you unsubscribe sooner than this.

### **Contact Information**

For answers to specific concerns regarding privacy that are not addressed here, see our About Us page. This provides information on how to contact us at hellcatscheerleaders.co.uk This Privacy Policy was last updated on June 9<sup>th</sup> 2021