

PRIVACY AND COOKIES POLICY – POWER STATION TRAINING

A trading name of Dream Climbing Walls Ltd

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INTRODUCTION

Our Privacy Policy explains how and why we collect personal information about you.

The information that we gather from you as a customer helps us to personalise and improve the experience that you have at our website. We will use your information to deliver your goods, communicate with you about your order, and communicate about other products and services that may be of interest and generally maintain your account with us. We will also use information to protect against and prevent fraud or abuses of our website.

We receive a number of types of information. They include information that you provide and automatic information that we receive whenever you interact with the site such as analytical data. Our site uses 'cookies' to perform properly and whenever your web browser accesses our website we obtain certain types of information. You can visit our website anonymously, although we cannot personalise your experience if you choose to do this.

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Dream Climbing Walls may change this policy from time to time by updating this page. The latest revision date will be noted at the top of this page. You should check this page from time to time to ensure that you are happy with any changes if it has been revised since you last reviewed it.

Your continued use of our website indicates acceptance of this policy and our internal use of your data to provide a better level of service.

What we collect

We may collect the following information:

- Name and payment details
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

What we do with the information

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- To process your order
- Internal record keeping
- We may use the information to improve our products and services
- We may periodically send promotional emails and literature about new products, special offers or other information which we think you may find interesting using the information you have provided
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests. If we contact you in this manner you have the right to opt-out of any future communication for this purpose.

Storage of Information

We will keep your personal information for as long as we need it to provide our products and/or services to you. We will try to keep personal information which we hold about you up to date, but if you think that we are holding information which is inaccurate or you are otherwise then we would appreciate if you could contact us to let us know.

You are entitled under the Data Protection Act 1998 to request a copy of the personal information that we hold about you. You must apply to do this in writing

Requests can be posted to Dream Climbing Walls Ltd, 30 Seafield Place, Aviemore, PH22 1RZ

Please Note: We may make a small charge for dealing with any such request. Payable in advance.

Sharing of Information

Our customers and their information are important to us, and it is not our policy to sell or disclose any information to third parties. We do employ 3rd parties to fulfil our secure payment processes, provide finance services and deliver our goods. These companies may be given access to customer information in order to perform their functions but only the information required.

Apart from this we will not share, transfer or sell any personal information with any other third party unless we are required to do so by law.

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used for direct marketing purposes
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us

SECURITY

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

Security of Information

Our payment and finance providers utilise encrypted methods during the transfer of information. This encrypts any information that you send.

Bank/Debit/Credit card details are only passed to the appropriate credit card company during the processing of your order. This information is not available to us under normal circumstances. In the event of us having to process a refund we may need to request a minimum amount of data from you in order to carry this out

You can always choose to withhold information, even though it may be needed to complete a purchase or refund. It is the customer's responsibility to be aware of these terms and of any changes that may be made to them.

THIRD PARTY SITES

This site provides links to other websites. Our Privacy Policy applies only to this site and we are not responsible for the privacy practices of third party sites. We cannot accept responsibility for any content or links on these websites.

STATEMENT OF INTENT

We are committed to responsible management of personal information in accordance with the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003. Please visit the ICO website at <https://ico.org.uk> for further information
Our ICO registration reference is: ZA294590

COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. When you visit our site the cookie files are added. The cookies help analyse web traffic, provide a customised service, and allow the website to function correctly. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

To create a rich and exciting shopping experience for you online we will sometimes embed photos and video content or widgets from websites such as YouTube, Vimeo, Facebook, Google and other popular social media websites. Certain pages containing this embedded content may contain cookies and we are unfortunately unable to control the dissemination of these. For more information you should check the relevant third party website.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic in order to improve and tailor it to customer needs. We only use this information for statistical analysis purposes. Cookies are sometimes used for session tracking purposes.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you. Personal data can only be obtained if you choose to provide it to us.

Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

SHOPIFY (OUR WEBSITE PROVIDER)

The following text is a copy of their own Cookie Policy

Shopify does not use cookies for any purpose other than the ones listed in this policy. By using our website, you agree that cookies may be placed on your computer or internet-enabled device. Please note that this Cookie Policy only applies to visitors of the Shopify homepage and does not apply to the dashboard for merchants.

What are cookies?

A cookie is a small amount of information that's downloaded to your computer or device when you visit certain websites. We use a number of different cookies on the Shopify website, including necessary, functional, performance and targeting cookies. Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor. We use this information to improve the browsing experience for all of our users.

What cookies do we use and why?

Some cookies are **necessary** to allow you to browse our website, use its features, and access secure areas. The use of these cookies is essential for the website to work, and we do not use these cookies to collect personal information about you. For example, we use user-input cookies for the duration of a session to keep track of a user's input when filling in forms that span several pages.

We also use **functional cookies** to remember choices you've made or information you've provided, such as your username, language, or the region you are in. This allows us to tailor your website experience specifically to your preferences. For example, *authentication cookies* are functional cookies that are used for the duration of a session (or persistent, if you agree to the "remember me" function) to allow users to authenticate themselves on subsequent visits or to gain access to authorized content across pages. The functional cookies we use include:

- **User-centric security cookies** to detect authentication abuses for a limited persistent duration, like repeated failed login attempts. These cookies are set for the specific task of increasing the security of the service.
- **Multimedia content player session cookies (flash cookies)** are used for the duration of a session to store technical data needed to play back video or audio content (e.g. image quality, network link speed, and buffering parameters).
- **Load balancing session cookies** are used for the duration of the session to identify the same server in the pool in order for the load balancer to redirect user requests appropriately.
- **User interface customization persistent cookies** are used to store a user's preference regarding a service across web pages.

Shopify is dedicated to user experience and we use many tools to help us improve our website. To this end, we use **performance cookies** to collect information about how you use our website and how often. These cookies only gather information for statistical purposes and do not gather any information that can personally identify you. However, because these cookies are not strictly necessary for the use of our website, we require your consent to use them. The performance cookies we use include:

- **First party analytics cookies** - We use these cookies to estimate the number of unique visitors, to improve our website and to detect the most searched for words in search engines that lead to a webpage. These cookies are not used to target you with online marketing. We use these cookies to learn how our website is performing and make relevant improvements to improve your browsing experience.
- We also use **Google Analytics** and other third-party analytics providers to help measure how users interact with our website content. These cookies "remember" what our users have done on previous pages and how they've interacted with the website. For more information on Google Analytics, visit [Google's information page](#). For instructions on how opt out of Google Analytics, see below.

Targeting cookies are used on our website to tailor marketing to you and your interests and provide you with a more personalized service in the future. These cookies remember that you visited our website and we may share this information with third-parties, such as advertisers. Although these cookies can track your visits to our website and other sites, they typically cannot personally identify you. Without these cookies, the advertisements that you see may be less relevant and interesting to you. We do not use **third-party advertising cookies**.

Finally, **Social plug-in tracking cookies** are used by many social networks that have "social plug-in modules". We integrate these modules into our platform to provide services than can be considered as "explicitly requested" by our users. Your consent, however, is required because some third-party social

plug-in tracking cookies are used for things like behavioural advertising, analytics, and/or market research.

How long will cookies remain on my computer or mobile device?

The length of time that a cookie remains on your computer or mobile device depends on whether it is a “persistent” or “session” cookie. Session cookies last until you stop browsing and persistent cookies last until they expire or are deleted. Most of the cookies we use are persistent and will expire between 90 days and two years from the date they are downloaded to your device. See the section below on how to control cookies for more information on removing them before they expire.

Social Buttons

Social Buttons for third-party social media sites are used to enable our users to share or bookmark web pages. We cannot prevent these sites from collecting information about you. To understand how third-party social media sites use information about your activities on our website and the internet, please read their respective Terms of Use and Privacy Policies.

How to control cookies?

You can control and manage cookies in various ways. Please keep in mind that **removing or blocking cookies can negatively impact your user experience and parts of our website may no longer be fully accessible.**

Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your **browser controls**, often found in your browser’s “Tools” or “Preferences” menu. For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser’s help file or through such sites as: www.allaboutcookies.org.

You can opt out of customized ads by visiting:

[Ads Preference Manager](#)

To opt-out of Google Analytics:

[Google Analytics Opt-out Browser Add-on](#)

If you use our website without opting out, it means that you understand and agree to data collection for the purpose of marketing ads to you.