

## **AIR Entertainment Group Ltd / Strongroom Limited**

### **Privacy Policy**

Our Terms of Use aren't quite enough so We also need to have a Privacy Statement. This is because when You use the Website, We collect information about You which might include Personal Information. We want You to feel confident and sure that We will be taking proper care of Your information and if We don't, We could get into trouble with the Information Commissioner which We wouldn't want. This Privacy Statement tells You how We may use any Personal Information which We collect about You.

#### **1 WORDS THAT HAVE MEANING**

##### **1.1 Certain words we use having the meanings set out below:**

- (a) "Act" means the Data Protection Act 1998 (as amended from time to time).
- (b) "Personal Information" means information that relates to a living individual who can be identified from that information or from that information together with other information that is held by Us or is likely to be held by Us. This includes, but is not limited to Your name, address, email address, telephone number and date of birth.
- (c) "Terms of Use" means Our terms of use which You must agree to in order to use the Website and which You can read by clicking here [Insert hyperlink to Terms of Use].
- (d) "Website" means any websites which We own and operate from time to time including, airentgroup.com; airstudios.com; airstudiosmastering.com; airpost.tv; air-management.co.uk; strongroom.com and strongroombar.com
- (e) "Our", "Us", "We" means us, Strongroom Limited and/or any parent, subsidiary or sister company of Strongroom Limited
- (f) "You", "Your" means well, you obviously.

#### **2 LOOKING AFTER YOUR PERSONAL INFORMATION**

2.1 It is Our policy to take all necessary steps to ensure that Personal Information held by Us is processed fairly and lawfully and We will take all necessary steps to implement this policy. All Our employees and contractors who have access to Personal Information are obliged to respect the confidentiality of that Personal Information.

2.2 It is Our policy to ensure that all relevant statutory requirements are complied with, including the eight Data Protection Principles contained in the Act and to monitor Our internal procedures periodically to ensure compliance with the Act.

### 3 COLLECTING PERSONAL INFORMATION

3.1 In order to provide the services offered by the Website and to administer the running of Our business We need to hold certain Personal Information. Except to the extent that We are required to or permitted by law or as detailed in this Privacy Statement, any Personal Information which We collect will be used solely for the purposes of verifying Your identity and providing or facilitating the services and activities of Our business, and the administration and running of the Mutual and We will not hold it for any longer than is necessary for this purpose.

3.2 We may collect additional Personal Information that You volunteer while using the Website. Where We collect such additional information, We will make clear the nature of the information being collected and the specific purposes for which it will be used. We will offer You the choice to opt out of providing such information.

3.3 We do not knowingly collect Personal Information from children

### 4 COOKIES

4.1 When You view the Website, We may store some information on Your computer. This will be in the form of a cookie file and/or other tracking software (referred to here collectively as "Cookies") which will enable Us to tailor the Site to match Your interests and preferences and for other purposes - the Cookie will store Your Personal Information for these purposes. Almost all Cookies are removed from the Website and from Your computer when You log out of the Website and are not stored in any way after that time. The only exception to this rule is that We may utilise a persistent Cookie to store Your user name so that You don't have to type it in every time You visit the Website.

4.2 Your internet browser may allow You to erase Cookies, block Cookies or receive a warning before a Cookie is stored - please refer to Your browser instructions. In some instances, unless Cookies are accepted You will not be able to access certain parts of the Website.

### 5 TRANSFERRING YOUR DATA

5.1 Personal Information may be transferred by Us to countries outside the European Economic Area (the "EEA") in order to provide or facilitate the services and activities of the Website and Our business. We will not however, transfer Personal Information to countries which do not offer an adequate level of protection for Your rights and freedoms in relation to the processing of Your Personal Information and we will do our best to secure agreements from all those receiving the data to comply with all current best practice. By using the Website, You consent to any such transfer.

5.2 In addition, if You put Personal Information on publicly available parts of the Website this will be accessible to persons in countries outside the European Economic Area. You should understand that such countries which may not have data protection laws as comprehensive as those that exist in the EEA.

5.3 We may disclose Personal Information about Website visitors to other entities comprised within the same corporate group as Us. By using the Website, You consent to any such disclosure. In addition, in certain circumstances We can legally be required to disclose Personal Information about You without telling You or obtaining Your consent.

## 6 OTHERS WHO USE THE DATA

6.1 Sometimes We might get someone else to process Personal Data held by Us on Our behalf. We will monitor on an ongoing basis compliance with the provisions of the Act by any such third party processors.

## 7 OTHER PRODUCTS AND SERVICES

7.1 We may from time to time use Your Personal Information to send You information by email about Us and other information that You may find useful. If You do not wish to receive this information please contact Us at [marketing@airstudios.com](mailto:marketing@airstudios.com)

## 8 OTHER WEBSITES

8.1 The Website may contain links to or advertisements for other internet sites that are not owned or operated by Us. We are not responsible for the content of such sites, for their privacy policy or for any Personal Information about You which they may collect or place on Your computer (including, but not limited to, Cookies).

## 9 KNOWING YOUR OWN DATA

9.1 You can find out what Personal Information We hold about You by sending an email request to the following email address: [marketing@airstudios.com](mailto:marketing@airstudios.com). We reserve the right to charge You a fee of up to £10 for dealing with Your request. We will acknowledge Your request as soon as We are able to and should We be prevented from disclosing Your Personal Information We will give You reasons for Our refusal.

## 10 CORRECTING MISTAKES

10.1 If any of the Personal Information that We hold about You is incorrect then please let Us know. Also, if it needs updating or if You want Us to delete any Personal Information We hold about You, please contact Us at the following email address: [marketing@airstudios.com](mailto:marketing@airstudios.com). We may request that You provide further information and identification to enable Us to comply with Your request. If We are entitled to decline Your request for any reason then We will tell You why.

## 11 CHANGES TO THIS PRIVACY STATEMENT

11.1 We may change this Privacy Statement at any time and without a personal notice to You. We will put a note on the Website advising of the changes and if We make any changes then for a while after doing so, they will be highlighted here as well so You can see what they are. You should check this Privacy Statement for changes regularly as if You carry on using the Website after We have made any changes then this means You accept those changes.

## 12 THE INFORMATION COMMISSIONER

12.1 We comply with the Data Protection Act 1998. You can find out more about Data Protection, Freedom of Information and other good stuff by visiting the official website of the Information Commissioner at <http://www.ico.gov.uk>.

EFFECTIVE: April 2012

