



## ARC STUDIOS PRIVACY POLICY

**STUDIO ARC CREATIVE LIMITED** (“**ARC STUDIOS**”) are committed to offering the highest standards of services. Thus, we value each of our existing and prospective customers’ privacy and data protection.

ARC STUDIOS is compliant with and registered under the Data Protection Act (Registration Number: **ZA810758**).

This Privacy Policy (the “**Policy**”) explains how ARC Studios collect, store, process, use or disclose your data when you use our website, app or other digital platforms (“**Platforms**”).

### 1. WHO WE ARE

**STUDIO ARC CREATIVE LIMITED** is a private limited company registered in the United Kingdom under number 12653761. Our registered address is 81-83 East Road, London, United Kingdom N1 6AH.

### 2. WHAT DATA WE COLLECT ABOUT YOU

Personal data means any information that identifies you directly (such as your name) or indirectly (for example, your unique customer number).

The personal data we collect depends on your activity and the point of contact through which you interact with us and is also limited to those which are relevant and appropriate for this interaction.

Depending on the data that you communicate to us that you share with us, personal data may include information concerning but not limited to:

- your identity and contact details such as surname, first name, address, email address
- your interests
- a history of your purchases
- our events in which you participate
- your date of birth in order to benefit from the Birthday promotions as part of our loyalty programme
- your satisfaction or comments in relation to our services or programmes

It is important to note that payments of your purchases are made via a secure payment platform with control measures implemented including encryption of contact details to guarantee the security of purchases made and to fight against fraud. Your bank details are therefore not accessible on our servers.

### **3. HOW WE COLLECT AND RECEIVE YOUR DATA**

The data we collect may be through the following contact points that you make:

- visiting our website at [www.arcdancestudio.com](http://www.arcdancestudio.com) (the “**Website**”) or our associated sites
- creating an account on our sites and connecting to it
- browsing our social media accounts such as Instagram, Facebook, or Twitter
- making a purchase on our site
- writing us via the contact form
- loyalty programme from which you participate or benefit
- publications or mentions on social networks

Visitors to our website to view our services, information, and offers can choose to do so without logging in / creating an account with us.

Unless you choose to interact with us through the above contact points, our data collection is limited to the use of "cookies" (visitors) for website visitors whose conditions are specifically defined by our cookie policy and according to your preferences. For the sake of transparency and clarity, our cookie management policy is set out under a separate section – clause 8 of this Policy.

Any customer has an option to make a purchase in our online store as a Guest without logging into an account. Your information is collected for the process of payment and delivery of items or for us to comply with applicable laws. Your information may also be used for analytical purposes and for communication purposes via your preferred channel (for example, if you subscribe to our newsletters).

We identify which personal information is essential for the purpose for which it is collected by indicating it with an asterisk (\*) on each personal data collection form. These mandatory fields must be completed for us to respond to your requests and / or provide you with the requested services.

The other information is optional and allows us to know you better and improve our communications and services to you. Although not mandatory, we recommend that you complete them to help us ensure that you benefit from the best possible experience during our interactions with you.

### **4. HOW WE USE YOUR INFORMATION**

We will only collect information where it is necessary and relevant to providing our services to you. Depending on the context in which your data is collected, it may be used for one or more of the following purposes:

- transaction management (securing online payments, incidents related to payments)
- managing your requests in connection with our services, products, or offerings
- providing updates with regards to your purchase or booking
- managing your customer profile
- managing your loyalty programme
- management and improvement of our products and services, image and reputation
- managing events in which you register / participate
- promoting our social networks
- analysis purposes
- sending newsletters
- sending personalised communications based on your interests (offers, invitations and surveys)

## 5. HOW LONG WE STORE YOUR DATA

We keep your personal data only for the time necessary for the purpose pursued.

In general, your personal data is stored in our database, as shown below:

### **Purpose: Managing your customer profile**

- For: any customer (having a Customer profile or any Guest)
- Data category: Identification Data (name, contact details needed to identify you, purchase history or preferences, etc.)
- Period of storage: 5 years from the date of last purchase / payment

### **Purpose: Customer care** (e.g. customer assistance, complaints or information)

- Data category: Identification Data (name, and contact details needed to identify you)
- Period of storage: duration of the processing of the request plus 5 years

### **Purpose: Newsletters**

- Data category: Your email address
- Period of storage: duration of your subscription. Then, the data will be either deleted or anonymised

### **Purpose: Security of the Website**

- Data category: Technical information of your device (IP address, device type, browser ID, etc.)
- Period of storage: 6 months, then the data is either deleted or anonymised

## 6. THIRD PARTIES & SERVICE PROVIDERS

Your data is intended for the services of ARC Studios concerned by your requests. We ensure that only duly authorised persons can access your personal data when this is necessary for the aforementioned purposes.

We may pass your details such as your name or email address to our trusted third-party service providers and subcontractors to help us with any of our uses of your data to enable us to provide our services to you. For example, we entrust certain services to third parties responsible for booking management, payment services, transaction security, providing IT or digital communications services, etc.

We will only work with agents and subcontractors who comply with data protection legislation. Some of these providers are outside the European Economic Area, and we endeavour to ensure they comply with the relevant data protection legislation.

We may exchange information with third parties for the purposes of fraud protection and credit risk reduction. We will never sell or disclose your personal data to third parties without obtaining your prior consent, unless this is necessary for the purposes set out in this Policy or unless we are required to do so by law.

**We do not pass your data on to third parties for commercial purposes.**

## **7. PRIVACY & SECURITIES**

We take all the necessary precautions to guarantee the confidentiality and security of your data and to prevent it from being distorted, damaged, destroyed or from unauthorised or unlawful access.

We maintain physical, electronic, and procedural safeguards in connection with the collection, storage, and disclosure of your information. Our security procedures mean that we may request proof of identity before we disclose personal information to you.

## **8. YOUR RIGHTS**

**Right to information:** you have the right to be informed of how we use your personal data and about your rights. You will find all of this information in this Policy.

**Right of access:** you have the right to access the personal data that we hold about you.

**Right of rectification:** you have the right to have your personal data rectified if it is inaccurate or obsolete and / or to supplement it if it is incomplete.

**Right to erasure:** you have the right to have your data erased or deleted. However, this right may be limited by a legal reason or our legitimate interest in keeping your personal data.

**Right of opposition:** you can at any time request to no longer receive our communications relating to our offers, news and events. You can in particular use the hypertext link provided for this purpose in each email or communication that we send to you.

**Right to withdraw consent:** you can withdraw your consent relating to our processing of your data when this processing is based on consent at any time.

Contact [info@arcdancestudio.com](mailto:info@arcdancestudio.com) if you would like to exercise these rights.

## 9. COOKIES AND HOW WE USE THEM

Subject to your choices, various cookies may be installed on your device for the purposes detailed below. For the sake of transparency and in as much depth as possible, we inform you of the purposes of the third-party cookies that we are aware of, and the ways in which you can make choices about these cookies. All cookies may be cross-referenced with your customer data in order to personalize your experience, limit commercial interaction, ensure the proper functioning of your loyalty benefits, improve our services and guarantee your satisfaction.

As a business, we use cookies particularly for the following purposes:

- saving your choices or desire not to make a choice about tracker cookies
- service authentication
- saving the contents of a shopping cart
- customising the interface
- analytical purposes

Cookies saved on your device have a maximum lifespan of twelve (12) months. At the end of this period, personal data collected through the cookies will be deleted.

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 does not give us access to your computer or any information about you, other than the data you choose to share with us.

You can also choose to accept or decline cookies. Most web browsers automatically accept cookies, however you can modify your browser settings to decline cookies. Refusing the implementation of or deleting such cookies does not affect your Website browsing but it may prevent you from taking full advantage of the website functionality or us from ensuring the best quality of service we wish to offer our visitors.

**Cookies do not collect personal data.**

## 10. HOW TO CONTACT US

Please contact us in the manner below if you wish to exercise your rights or if you have questions or complaints regarding the processing of your personal data.

- By email at [info@arcdancestudio.com](mailto:info@arcdancestudio.com)
- By postal mail: ARC Studios, 81 – 83 East Road, London, United Kingdom N1 6AH