

# Privacy policy

This is the privacy policy of The Italian School Ltd. We have prepared this Privacy Policy to help you understand how The Italian School Ltd collects, uses and safeguards the personal information you provide to us on our websites, via email, and through our service providers and distribution partners.

Protecting your privacy is a responsibility we take very seriously. The Italian School Ltd understands and respects the importance of your privacy and visitors to our website can be assured that the protection of privacy is given the highest possible priority. All personal information that we collect is used and held to comply in every way possible with the Data Protection Act 1998 and the General Data Protection Regulation (GDPR) 2017. The Italian School Ltd only obtains personal information from you if we ask for it and you provide it to us. Please read on to understand how we use the information you give us before using the The Italian School web pages. Please note use of the The Italian School Ltd web pages and services is conditional upon you agreeing to be bound by this privacy policy.

## The information we collect

Personal information is collected when you make a reservation from our website, as well as when you contact us about a purchase either by email, letter, fax or on the phone. We may also collect personal information from you from any online registrations including but not limited to subscriptions, newsletters, surveys or competitions etc. Your personal information will never be collected via any channels without your expressed consent.

We do not sell your personal data to others.

When you visit our Web pages our Web server automatically recognizes and collects your domain name.

When you visit our Web pages you are free to remain anonymous. However, in order to purchase our products or services, it is necessary for you to disclose personal information, including your name, address, email address, phone number, credit card details and other identifying information in order to process orders and provide customer service. If you do not provide personal information when purchasing one of our products or services, we cannot confirm your purchase or fulfil your booking.

We only collect the personal information which you disclose to us and no other collections of personal information will occur without your consent.

## Our Security and Storage Measures

We will endeavour to take all reasonable steps to keep secure any information which we hold about you, and to keep this information accurate and up to date. We use industry-standard encryption protocols when transferring and receiving your personal information exchanged with our Web pages. When you transfer personal information to us we require that a "secure session" first be established using Secure Socket Layer (SSL).

Your personal information is stored in secure operating environments that are not accessible by the general public. We have put security measures in place to protect against the loss, misuse or alteration of your personal information by our employees or other parties.

You have the right to ask for all your data to be deleted from our records. You can do this by contacting us via phone or email, and we will get back to you within 30 days with confirmation of the removal of all of your personal information. Likewise, you may ask at reasonable intervals for a summary of the personal information we hold and this will be provided to you within 30 days of receipt of your request.

As no data transmission over the Internet can be guaranteed to be 100% secure, we cannot give an absolute assurance that the information you provide to us will be secure at all times. The Italian School Ltd will not be held responsible for events arising from unauthorized access to your personal information. But in compliance with the GDPR, in the event of a data breach that risks any of your rights or freedoms, we will inform you as well as our data protection authority within 72 hours of it coming to our attention.

## Cookies

Our websites do, from time to time, use 'cookies' to enhance our users' experiences and continue improving our services. In compliance with the GDPR, we require explicit consent from you, the user, to do this. This consent may come in the form of a button, tick box, or in some instances, fair notice of cookie use after which continuing to browse our sites will act as consent. At any point, you are able to change your cookie preferences. Please note, opting out of cookie tracking will affect your experience on our websites.

'Cookies' are pieces of information that our Web page transfers to your computer's hard disk for record-keeping purposes. Cookies can make the Web more useful by storing information about your preferences on a particular site. The use of cookies is an industry standard and many websites use them to provide useful features for you. Cookies in and of themselves do not personally identify you, only your computer. Most web browsers allow you to turn off cookies; however, turning off cookies will limit your use of our websites.

Third parties may also sometimes be used by us to perform some tracking functions solely on our website using our cookie information, although your name and contact details will not be disclosed to them. These third parties are carefully selected by us and can help us monitor the effectiveness of our site by looking at how many times you visit us, which of our pages you browse and search the most and which services you book.

## How we use your personal information

We use your personal information to enable us and our service partners to provide you with the information you request about our products, to fulfil your bookings, to confirm your purchases and to ensure you are correctly billed. The personal information we collect from you will be shared with our service partners who are directly involved in fulfilling the bookings you have made with us. Please note information may therefore be supplied outside of the UK and the European Economic Area, Australia and the USA. Please also note that our products may be made available through our distribution partners. This privacy statement should be read in conjunction with the privacy statements of our distribution partners, which may differ from The Italian School Ltd privacy policy. The Italian School Ltd are not responsible for the content of or privacy policies of other web sites to which this site may link.

We or our service partners may from time to time send you information about our new products or ask your opinion on new product initiatives so that we may improve our service to you and other consumers. If you do not want The Italian to contact you in the future please ensure you indicate this on the tick boxes at various points within the site.

We do not share your personal information with third party organizations who are not involved in fulfilling the purchases you have made from us or as described above, neither do we partner with, or have relationships with, any businesses which serve ads on to Web sites.

## Google Analytics

We collect information via Google Analytics to see how visitors use our site. The information collected through cookies is anonymous. It gives us an overview of the number of visitors to our site and where they have come from. It also gives us insights into what pages people have visited. This information will then get analysed and compiled into reports to improve our site and services. The use of this cookie is subject to Google's current cookie policy <http://www.google.com/intl/en/policies/>. Google Analytics will continue to collect information even when cookies are 'declined'. By continuing to use this site you agree to allowing Google Analytics cookies to interact with your computer.

## Google Remarketing

When users have previously visited our site before browsing other websites on the internet, this Google written cookie will display advertisements to the user. To see further information about Google Remarketing visit: <http://www.google.com/ads/innovations/remarketing.htm>

## To Disable Cookies

If you would rather not allow cookies to interact with your computer, you can disable cookies for this site by clicking on 'Decline Cookies'. This can be found either in the black bar which appears at the top of the website when you first visit, or by clicking on the red (or green) Privacy Settings icon in the bottom right of your screen. Please note this does not affect Google Analytics, which will continue to interact with your computer.

## Copyright

All materials on our website are the copyright of The Italian School Ltd or are reproduced with permission from other copyright owners. All rights are reserved. We ask that the materials on this website may be retrieved and downloaded solely for personal use. No materials may otherwise be copied, modified, published or otherwise distributed without the prior written permission of The Italian School Ltd. For information on how to obtain permission to reproduce any of our copyright material, please get in contact with us at [info@theitalianschool.co.uk](mailto:info@theitalianschool.co.uk).

## Contacting us

If you have any questions regarding our Privacy Policy or you would like a summary of the personal information we hold, send an e-mail [info@theitalianschool.co.uk](mailto:info@theitalianschool.co.uk). Information will only be sent to the email address on file for the customer name associated with it

TheItalianSchool.co.uk