



ACS MAGFA  
35 Charles St  
Luton  
Beds  
LU2 0EB  
tel: 01582 736997  
mob: 07711 369128



## What is this Privacy Policy for?

This privacy policy is for the following websites:

www.acs-magfa.co.uk  
www.acs-martialarts.co.uk  
www.acs-selfdefence.co.uk  
www.acs-boxercise.co.uk  
www.acs-boxfit.co.uk  
www.acs-dancefitness.co.uk  
www.acs-gofencing.co.uk  
www.acs-dodgeball.co.uk  
www.mininjinjas.co.uk  
www.acs-designandleisure.co.uk

and governs the privacy of its users who choose to use them.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the websites and website owners.

## The Website(s)

Our websites and our owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. Our websites comply to all UK national laws and requirements governing user privacy.

## Use of Cookies

Our websites use tracking software to monitor visitors and to better understand how these visitors use our sites. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computers hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

You can read Google's privacy policy here for further information  
<http://www.google.com/privacy.html>

Other cookies may be stored to your computers hard drive by external vendors when our websites use referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

## **Contact & Communication**

Users contacting our websites or their owners do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the Data Protection Act 1998.

Every effort has been made to ensure a safe and secure form to email submission process, but advise users using such form to email processes that they do so at their own risk.

Our websites and owners use any information submitted to provide you with further information about the products/services/latest news that we offer, or to assist you in answering any questions or queries you may have submitted.

This includes using your details to subscribe you to any email newsletter program the website operates, but only if this was made clear to you and your express permission was granted when submitting any form to *email process*\*. Your details are not passed on to any third parties.

*\*The exception to this procedure is a follow up email to an original email enquiry in a the form of a newsletter, which you are free to unsubscribe from.*

## **Email Newsletter**

Some of our websites operate an email newsletter program, used to inform subscribers about products/services/news supplied by us. Users can subscribe through an online automated process should they wish to do so, but do so at their own discretion. Some subscriptions may be manually processed through prior *written agreement with the user*\*.

*\*The exception to this procedure is a follow up email to an original email enquiry in a the form of a newsletter, which you are free to unsubscribe from.*

Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003. All personal details relating to subscriptions are held securely and in accordance with the Data Protection Act 1998. No personal details are passed on to third parties nor shared with companies or people outside of the company that operates our websites.

Under the Data Protection Act 1998 you may request a copy of personal information held about you by our website's email newsletter program. A small admin fee maybe

required. If you would like a copy of the information held on you please write to the business address at the bottom of this policy.

Email marketing campaigns published by our websites or our owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity (this is by no far a comprehensive list).

This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each email campaign.

If an automated un-subscription system is unavailable clear instructions on how to un-subscribe will be detailed instead.

## **External Links**

Although our websites only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout our websites. (External links are clickable text/banner/image links to other websites.

The owners of our websites cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and our websites and owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## **Adverts and Sponsored Links**

Our websites may contain sponsored links and adverts. These will typically be served through our advertising partners, who may have their own detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from our websites. This may include the use of cookies which may in turn be saved on your computers hard drive. Users should therefore note they click on sponsored external links at their own risk and our websites and our owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## **Social Media Platforms**

Communication, engagement and actions taken through external social media platforms that our websites and our owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. Our websites nor our owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

Our websites may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

## **Shortened Links in Social Media**

Our websites and our owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls (web addresses) (this is an example: <http://bit.ly/zyVUBo>).

Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by our websites and our owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore our websites and our owners cannot be held liable for any damages or implications caused by visiting any shortened links.

## **Resources & Further Information**

- Data Protection Act 1998
- Privacy and Electronic Communications Regulations 2003
- Privacy and Electronic Communications Regulations 2003 - The Guide
- Twitter Privacy Policy
- Facebook Privacy Policy
- Google Privacy Policy
- LinkedIn Privacy Policy
- Mailchimp Privacy Policy
- Web Design Pembrokeshire
- Website Privacy Policy
- Project Planner Template

March 2015 Edited & Customised by:

ACS Design & Leisure 16-18 Taylor St, Luton, Beds, LU2 0EY  
email: [info@acs-designandleisure.co.uk](mailto:info@acs-designandleisure.co.uk) tel: 01582 736997

End of Privacy Policy.