



Privacy Policy

This Privacy Policy explains what happens to any corporate or personal data that you provide to us.

By visiting our site, you are accepting the practices described in this policy. If you do not agree to the terms of this Privacy Policy, please do not use Imagination's site. We reserve the right to modify or amend the terms of our Privacy Policy from time to time without notice. Your continued use of our site following the posting of changes to these terms will mean you accept those changes.

Information That We Collect

In running and maintaining our website we may collect and process the following data about you:

- Information about your use of our site including details of your visits such as pages viewed and the resources that you access. Such information includes traffic data, location data and other communication data.
- Information provided voluntarily by you. For example, when you register for information or make a purchase with us.
- Information that you provide when you communicate with us by any means.

Use of your Information

We use the information that we collect from you to provide our services to you. In addition to this we may use the information for one or more of the following purpose:

- To provide information to you that you request from us relating to our products or services.
- To provide information to you relating to other products that may be of interest to you. Such additional information will only be provided where you have consented to receive such information.
- Communicate with you about your account
- Communicate with you about changes to our policies
- Detect, investigate, and prevent activities that may violate our policies or be illegal
- Perform statistical, demographic, and marketing analyses of users of our site and their usage patterns
- To inform you of any changes to our website, services or goods and products.

Storing Personal Data

In operating Imagination's website, it may become necessary to transfer data that we collect from you to locations outside of the European Union for processing and storing. By providing



your personal data to us, you agree to this transfer, storing or processing. We do our utmost to ensure that all reasonable steps are taken to make sure that your data is treated and stored securely.

Unfortunately, the sending of information via the internet is not totally secure and sometimes such information can be intercepted. Imagination cannot guarantee the security of data that you choose to send us electronically. Sending such information is entirely at your own risk.

Disclosing Your Information

Imagination will not disclose your personal information to any other party other than in accordance with this Privacy Policy and in the circumstances detailed below:

- In the event that Imagination sell any or all of our business to the buyer.
- Where we are legally required by law to disclose your personal information.
- To further fraud protection and reduce the risk of fraud.

Third Party Links

On occasion Imagination include links to third parties on our website. Where we provide a link it does not mean that we endorse or approve that site's policy towards visitor privacy. You should review their privacy policy before sending them any personal data.

Access to Information

In accordance with the Data Protection Act 1998 you have the right to access any information that Imagination hold relating to you. Please note that we reserve the right to charge a fee of £10 to cover costs incurred by us in providing you with the information.

CCTV

Imagination operates CCTV cameras on its premises. There are 6 cameras located in Imagination. The cameras operate 24 hours a day. The cameras are monitored by staff of Imagination. We will report directly to the parents/ carers of any incidents which are not acceptable to us (Refer to our terms and conditions and our policies) Access to the images will only be by staff of Imagination. Imagination will keep the images for two weeks, after which all footage will be deleted. The footage will be deleted by managerial staff using the CCTV system. The customers should contact managerial staff if they have any questions about the CCTV. We have outlined in our Complaints procedure how complaints will be dealt with from our customers and if customers are still unhappy they can contact ICO on



their helpline. All staff are required to sign an employee handbook which states the policies about CCTV.

Data Protection

Imagination will always conform with the Data Protection Acts.

We are registered with the Data Commissioner Registration number ZA270179 This specifically excludes us, amongst other issues, from divulging any personal information to any other third party without the express permission of the first party.

Contacting Us

If you have any queries relating to this Privacy Policy please contact us using the email address on our website.