



STEPHANIE PRIOR SCHOOL OF DANCING

Website Cookie Policy

SCHOOL OF

DANCING

1. General collection, processing and use of personal data in the context of the use of the website

When you visit our website, the following information will be collected without your intervention and stored until automated deletion:

- computer's IP address;
- The date and time of access;
- The names and URLs of the pages you visited;
- The website from which the access takes place (i.e. referrer URL);
- The browser and operating system of your computer as well as the name of your access provider. Your

The data we collect is processed by us for the following purposes:

- Ensuring a smooth connection to the website;
- Ensuring a great user experience of our website;
- Evaluation of system security and stability;
- For further administrative purposes

In no scenario will we use the collected data for the purpose of drawing conclusions about you.

If you register on the website to download software, view a webinar, get pricing, have a salesperson contact you, or other reasons, the following information will be collected based on your input:

- First and last name;
- Company;
- Email;
- Telephone;
- Or other information, depending on the nature of your inquiry.

The data mentioned is processed by us for the following purposes:

- For sales and marketing purposes to follow up on your request and to provide additional information or to answer questions.

The legal basis for the data processing described in this section is the fulfilment of our contractual obligations or the implementation of pre-contractual measures.

2. Third-Party data processing in the context of contract execution

We collect and process your data for the entire process of your purchase or your subscription, including possibly in the context of later warranties for our services and for technical administration. This affects the following data:

- Your name;
- Your address;
- Your phone number;
- Your email address;
- The employer (if requested);
- The job title (if specified);
- Payment information, such as Your bank account or credit card information (if applicable).

Your personal data will only be passed on to third-parties or otherwise transmitted if this is necessary for the purpose of contract execution or billing or if you have previously consented. For example, in the context of order processing, the service providers used here (such as PayPal or banks) the necessary data to handle the order and order process. The data transmitted in this way may only be used by our service providers to fulfil their task. Any other use of the information is not permitted. We need the correct name, address, contact and payment details to process your order. We need your email address so that we can confirm the order and communicate with you. Furthermore, you will receive the order confirmation and invoice via your email address. Employer and job title information is required to ensure services such as support, and follow-up can be properly provided.

The legal basis for the data processing described in this section is the fulfilment of our contractual obligations or the implementation of pre-contractual measures.

3. Use of our own Internet cookies

We use cookies on our site. These are small files that your browser automatically creates and displays on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do not harm your device, do not contain viruses, Trojans, or other malicious software. In the cookie information is stored, each resulting in connection with the specific terminal used. However, this does not mean that we are immediately aware of your identity. The use of cookies serves to make the

use of our offer more pleasant for you. For example, we use session cookies to recognize that you have already visited individual pages on our website. These are automatically deleted after leaving our page. In addition, to improve usability, we also use temporary cookies that are stored on your device for a specified period of time, typically 30 days. If you visit our site again to take advantage of our services, it will automatically recognize that you have already been with us and what inputs and settings you have made, so you do not have to re-enter them. We also use cookies to statistically record the use of our website and to evaluate it for the purpose of optimizing our offer (see Section 3 above). These cookies allow us to automatically recognize when you visit our site again that you have already been with us. These cookies are automatically deleted after a defined time. Most browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or always provide a hint appearing before a new cookie is created. However, disabling cookies completely may mean that you cannot use all features of our website.

By using our cookies, we want to optimize your experience on our website. These services are based on our aforementioned, legitimate, interests, which at the same time represents the legal basis for the data processing described here.

4. Use of web analytics and additional services

Web analytics and the other named services in this section are used for the continuous optimization of our website. The tracking provides a statistically record of the use of our website and to evaluate it for the purpose of optimizing our offer to you. From time to time, we employ data processing and collection services and tools to help us provide you with the best services available. Examples of at least some of the data collection and/or processing services are found in the corresponding list below. Note that the list may change from time to time and is provided solely as examples of how we collect data. The legal basis for the data processing described in the following section is our authorized interest in the needs-based design and continuous optimization of our website.

a. Google Analytics

For the purpose of the customized design and continuous improvement of our website we use Google Analytics, a web analytics service provided by Google Inc. (<https://www.google.com>) (1600 Amphitheater Parkway, Mountain View, CA 94043, USA; in following "Google"). In this context, pseudonymised usage profiles are created and cookies (see point 5) are used. Information generated by the cookies about your use of this website include:

- Browser type / version;
- Operating system;
- Referrer URL (the previously visited page);
- IP address of the accessing computer;

- Time of server request;
- Pages visited.

This information is transmitted to a Google server in the United States and stored there. The information is used to evaluate the use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage for the purposes of market research and tailor-made website design. This information may also be transferred to third parties if required by law or if third parties process this data in the order. The data accumulated in this context is transmitted by Google for evaluation to a server in the USA and stored there. In the event that personal data is transferred to the USA, Google is subjected to the [EU-US Privacy Shield](#). Under no circumstances will your IP address be merged with any other data provided by Google. The IP addresses are anonymized, so that an assignment is not possible.

You can prevent the installation of cookies by setting the browser software accordingly, however, we point out that in this case not all features of this website may be fully exploited. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=en>). As an alternative to the browser add-on, especially for browsers on mobile devices, you can prevent the collection by Google Analytics. An opt-out cookie will be set which will prevent the future collection of your data when you visit this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you must reset the opt-out cookie again. For more information about privacy related to Google Analytics, see the Google Analytics Help Centre.

(<https://support.google.com/analytics/answer/6004245?hl=en>).

b. Google AdWords Conversion Tracking

To statistically record the use of our website and to optimize and evaluate it, this website also uses the Google Conversion Tracking tool (Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google")). Here, Google AdWords sets a cookie on your computer if you have reached our website via a Google advertisement. After 30 days these cookies lose their validity and are not used for personal identification. If the user visits certain pages of the website of the AdWords customer and the cookie has not yet expired, Google and the customer can recognize that the user clicked on the ad and was redirected to this page.

Each AdWords customer receives a different cookie. Cookies cannot be tracked via the websites of AdWords customers. The information gathered using the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. AdWords tracks the total number of users who have clicked on our ad and proceeded to a provided with a conversion tracking tag page. However, they do not receive information that personally identifies users. If you do not want to participate in the tracking process, you can also refuse the required setting of a cookie - for example, via a browser setting that generally disables the automatic setting of cookies. You can also disable cookies for conversion tracking by setting your browser to block cookies from the domain "www.googleadservices.com". In the event that personal data is transferred to the

USA, Google is subjected to the [EU-US Privacy Shield](#). Google's privacy policy on conversion tracking can be found here (<https://services.google.com/sitestats/en.html>).

5. Affected rights for European Union website visitors via GDPR

In connection with the data processing presented here, you have the right to:

- Request information about your personal data processed by us. In particular, you can request information on the processing purposes, the category of personal data, the categories of recipients to whom your data has been disclosed, the planned retention period, the right to rectification, deletion, limitation of processing or opposition, the existence of the right to complain, the source of their data, if not collected from us, and the existence of automated decision-making including profiling and, where appropriate, meaningful information about their details;
- Demand the correction of incorrect or complete personal data stored with us.
- Demand the deletion of your personal data stored by us, unless the processing for the exercise of the right to freedom of expression and information, for the fulfilment of a legal obligation, for reasons of public interest or for the assertion, exercise or defence of Legal claims is required.
- Demand the restriction of the processing of your personal data. Dispute the accuracy of the data that the processing is unlawful, or whether we continue need the data. You can exercise a defence of your legal claims where you have objected to the data processing in accordance with Art. 21 GDPR.
- Receive your personal data provided to us in a structured, standard and machine-readable format or to request transmission to another person responsible.
- Revoke your once given consent to us at any time. As a result, we are not allowed to continue the data processing based on this consent cancellation.
- Contact the supervisory authority of your usual place of residence or workplace or our Contact branch in Berlin, Germany.
- If you have signed up with us through our Website and completed our online registration form you have the right to ask us to cancel your registration if you no longer use our services.
- If you have also signed with SPSP to access your own SPSP portal you have the right to delete all the personal data in your account or you can ask us to delete all your personal information within your portal.

6. Withdrawal and Rights

You have the right to object to the processing of your personal data provided that there are reasons for this arising from your particular situation or the objection is directed against direct mail. In the latter case, you have a general right of objection, which is implemented by us without specifying any particular situation.

You also have the right to revoke a consent once given to us at any time. As a result, we will not continue the data processing based on this consent for the future. By the revocation of the consent, the legality the processing on the basis of the consent until the revocation is not affected.

7. Registration Data in the European Union

In accordance with GDPR, European Union website visitors have the opportunity to order our newsletter, register for product downloads, and/or other registrations, in which we regularly inform you about news about our products and promotions.

For these registrations we use the so-called Double Opt-in method. We will only send you e-mail if you confirm by clicking on a link in our notification e-mail that you are the owner of the given e-mail address. If you confirm your e-mail address, we will save your e-mail address and the time of registration until you unsubscribe. The sole purpose of the storage is to send you information via e-mail and to prove your registration. You can unsubscribe from e-mail at any time. A corresponding unsubscribe link can be found in every e-mail. A message to the above or in the specified contact information (e.g. by e-mail or letter) is also sufficient. Legal basis of processing is your consent in accordance with Art. 6 para. 1 lit of the GDPR.

In our email, we use commercially available technologies that measure the interactions with the e-mail (e.g. opening the e-mail, clicked links). We use this data in pseudonymous form for general statistical evaluations as well as for the optimization and further development of our content and customer communication. This is done with the help of small graphics that are embedded in the e-mail (so-called pixels). The data is collected exclusively pseudonymized and also not linked with your other personal information. Legal basis for this is our aforementioned legitimate interest. Through our e-mail, we want to share content relevant to our customers and better understand what readers are actually interested in. If you do not want to analyse the usage behaviour, you can unsubscribe from e-mails or deactivate graphics in your e-mail program by default. The data for the interaction with our e-mails are stored pseudonym for 30 days and then completely anonymized.

8. Storage time

As a matter of principle, we store personal data only as long as necessary to fulfil the contractual or legal obligations to which we have collected the data. Thereafter, we delete the data immediately, unless we need the data until the expiration of the statutory limitation period for evidence for civil claims or for statutory storage requirements.

For evidence, we must retain contract information for three years from the end of the year in which the business relationship ends with you. Any claims become statute-barred after the legal limitation period at the earliest.

Even after that, we sometimes have to save your data for accounting reasons. We are obliged to do so because of legal documentation obligations which may arise from legal obligations. The deadlines for storing documents are two to ten years.

9. Data security

In addition, we use the popular SSL (Secure Socket Layer) method in connection with the highest encryption level supported by your browser. In general, this is a 256-bit encryption. If your browser does not support 256-bit encryption, we will instead utilize 128-bit v3 technology. Whether a single page of our website is encrypted is shown by the closed representation of the key or lock icon in the lower status bar of your browser. We also take appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or total loss, destruction or against unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

10. Changes, downloading, and printing this Privacy Policy

This Privacy Policy is effective as of the date on which it is made available on the site and is effective as of May 2018. As our site evolves and offers become available, or as a result of changes in government or regulatory requirements, it may be necessary to change this privacy policy. The current privacy policy can be retrieved and printed by you at any time on the URL you are currently viewing. You can also download this text in PDF format. To view and print PDF files you need a PDF viewer.

