

## **Quick Silver Swimming Academy Privacy Policy**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from <https://quicksilverswimming.co.za/> ("the Site")

Quick Silver Swimming Academy, ("the Company", "us", "we", or "our"), operates the website [www.quicksilverswimming.co.za](http://www.quicksilverswimming.co.za). We may change or add to this privacy notice, so we encourage you to come back and read it periodically. Quick Silver Swimming Academy is the data controller that resides in Cape Town, South Africa.

This privacy notice governs [www.quicksilverswimming.co.za](http://www.quicksilverswimming.co.za) and Quick Silver Swimming Academy informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data. Your privacy is very important to us.

We use your data to provide and improve our site. By using the site, you agree to the collection and use of information in accordance with this policy.

### **PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

*We collect Device Information using the following technologies:*

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

## **HOW WE USE YOUR PERSONAL INFORMATION**

We may use information that we collect about you to:

1. Provide information about our Products and Services. We will use your information to provide our products and services to you.
2. To fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations).
3. Understand and improve our products. We will perform research and analysis about your use of, or interest in, our products, services, or content, or products, services or content offered by others. We do this to help make our products better and to develop new products.
4. Communicate with you. We may send you emails about new product features or other news about us and our business or on topics we think would be relevant to you.
5. Responding to your requests. We will also use your information to respond to your questions or comments.
6. We may contact you to inform you about changes in our services, our service offering and other important service related notices such as changes to the privacy policy or about security or fraud notices.
7. We may develop and display content and advertising tailored to your interests on our products and services on our site and on other sites;

8. We also may use your information to manage our business or perform functions as otherwise described to you at the time of collection.
  
9. We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## **SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example we use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **BEHAVIOURAL ADVERTISING**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

We may use third-party Service Providers to show advertisements, which may include targeted advertisements on a third party site after you have visited our website. We and the third party service providers use cookies to inform, optimize, measure performance serve ads based on your previous visits to our site.

Please note at this time, we do not recognize automated browser signals regarding tracking mechanisms, which may include "do not track" instructions.

We work with Google AdSense & DoubleClick Cookie Google, as a third party vendor, uses cookies to serve ads on our site. Google's use of the DoubleClick cookie enables it and its partners to serve ads to our users based on their visit to our Service or other websites on the Internet. You may opt out of

the use of the DoubleClick Cookie for interest-based advertising by visiting the Google Ads Settings web page: <https://www.google.com/ads/preferences/>

Facebook: You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/516147308587266/>

To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>

To see more about Facebook's participation in the Digital Advertising Alliance please visit the Choices section of this notice.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

You can opt out of targeted advertising at any time.

## **CHOICES AND INDIVIDUAL RIGHTS**

We aim to take reasonable steps so you can correct, amend, delete or limit the use of your Personal Data.

*You have the following choices:*

E-mail. As described above, if you do not wish to receive promotional e-mails from us, you may opt out at any time.

Your browser's help function should contain instructions on how to set your computer to accept all cookies, to notify you when a cookie is issued, or to not receive cookies at any time.

You can opt out of online targeted advertising by opting out within the advertisement itself or by visiting [Digital Advertising Alliance](http://www.aboutads.info/), <http://www.aboutads.info/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <https://www.youronlinechoices.eu/>. You can also opt out of the Digital Advertising Alliance using your mobile device settings.

*Your rights under certain circumstances:*

To access and receive a copy of the Personal Data we hold about you.

To rectify any Personal Data held about you that is inaccurate

To request the deletion of Personal Data held about you

You have the right to data portability for the information you have provided to us. You can request to obtain a copy of this information in a commonly used electronic format so that you can manage and move it. We will need to verify your identity before being able to respond to such requests. Please contact us at email

### **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

### **DATA RETENTION**

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

### **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

### **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [qssaswim@gmail.com](mailto:qssaswim@gmail.com) / [info@quicksilverswimming.co.za](mailto:info@quicksilverswimming.co.za) / 082 550 8045