

## Privacy Policy

**At DNA Kids, we are 100% committed to protecting the privacy and security of all our customers. Our Privacy Policy explains the way we respect and protect the rights of customers and safeguard their information. If you have any requests concerning your personal information or have a query with regards to how we process your information, please contact us at [customerservices@dnakids.co.uk](mailto:customerservices@dnakids.co.uk)**

When booking a party with DNA Kids, we collect the personal and event details you provide us with. By booking with DNA Kids, you are also opting-in to receive updates and information from us with regards to your party booking.

To be able serve our customers better and provide useful and relevant information about our service, as well as a better user experience, we also monitor customer traffic and website use for our website [dnakids.co.uk](http://dnakids.co.uk)

### What we use your data for?

- To provide services and information linked with your party booking and other services you have expressed an interest in.
- To gain valuable and important feedback with regards to the standards of our service and parties with the sole objective of improving the quality and standards of our service and parties.
- To personalise any marketing offers or promotions that you may receive from us.
- To prevent and detect fraud against either you or DNA Kids Ltd.
- To be able to manage any competitions or offers in which you may have entered.

We want our customers to be the first to hear about the latest news, offers and promotions from DNA Kids. If you have not already subscribed to our mailing list and would like to do so, please click [here](#). If you would like to un-subscribe at anytime, please email [customerservices@dnakids.co.uk](mailto:customerservices@dnakids.co.uk)

If you do not wish to receive information from us, you will not be able to keep up-to-date with any new product launches; promotions & offers or news that we have to offer. This may affect you from hearing about new updates in our T&C's of any DNA Kids service or party.

### Protected

We take the protection of your personal information seriously and want to earn and maintain your trust. Therefore, we wish to assure you that under no circumstances would we sell any of your personal data or information to a third party.

### Cookies

Cookies are pieces of information stored by a web browser on your computer. Cookies are only used on the DNA Kids website to hold data from one page to another. They are not used to store personal information and most web browsers provide the option to turn off cookies. For more information on cookies, please see your web browser settings or help pages.

### Secure

When submitting your credit or debit card details to one of our party advisors we use a secure payment gateway with encryption technology to protect your payment information. We have strict procedures in place to protect our technology and our computerised database. Your transaction details are submitted through Sage Pay Cardnet PCI DSS Compliant Level 5. If you would like more information on Sage Pay's policy, please click on the link <https://www.sagepay.co.uk/policies/privacy-policy>

### Access

If you would like to access your party booking details, please call us on **01245 401 401** and select option 2 or go to: <http://www.dnakidsdiary.co.uk/mydnakids/>. As a customer you have the right to correct or update your personal or event information for your party booking at any time. Please note, you will be required to provide your booking reference number and/or full name, address and occasion to ensure that we only accept amendments from an authorised person, i.e. the person who booked the party or a

person authorised on behalf of the customer (the person who made the booking). Please note, proof of authorisation will be required at the time of contact. We will securely retain your personal and party booking information for as long as necessary for the purpose in which it was collected and in accordance with applicable law.

### **Update**

To ensure DNA Kids Ltd. are kept up-to-date with any new or changing policies, we constantly review our procedures. To maintain our high standards and with the best interests of our customers in mind, we may amend our Privacy Policy at any time. We advise that you check this Privacy Policy page annually to ensure you are up-to-date with our latest Privacy Policy terms and conditions.

Should you have any questions regarding our Privacy Policy please call our customer services team on **01245 401 401** or email us at [customerservices@dnakids.co.uk](mailto:customerservices@dnakids.co.uk)