

Privacy Policy

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

WHAT WE COLLECT

We may collect the following information:

- contact information including email address
- demographic information such as postcode, preferences and interests
- information about requests for service

WHAT WE DO WITH THE INFORMATION WE GATHER

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

SECURITY

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

HOW WE USE COOKIES

A cookie, as well as being a delicious snack is (in computing terms) a very small file that is downloaded onto your computer when you visit our site.

Cookies are very useful because they allow websites to recognize any previous visits you have made. This is achieved by the file being sent back to the originating website on each subsequent visit.

For the Hull Magicians' Circle website, cookies allow the integration of social networking and the collection of usage data. This means any future updates to our website can be installed based upon how you use the site rewarding you with a better user experience.

Because the EU's Privacy and Communications Directive has now been ratified, we must meet it's requirements. Under the regulations, a user's consent is needed before any cookies are used and that clear information about them is displayed. A mechanism for consent is now presented to users upon their first visit to the site, this is in the form of a yes/ no checkbox.

Visitors of the Hull Magicians' Circle website have nothing to fear when using our system. Cookies have been used for years on almost all websites. The legislation just gives you greater control over your browsing experience. For the best browsing experience, we would recommend that you allow us to use them.

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

LINKS TO OTHER WEBSITES

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be

responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

CONTROLLING YOUR PERSONAL INFORMATION

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us.

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so. We may use your personal information to send you promotional information which we think you may find interesting.

You may request details of personal information which we hold about you under the Data Protection Act 1998.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect.