

# Privacy Policy

## WHAT DATA DO WE COLLECT?

When you buy anything via the site or give us any personal data as indicated above, we may need to collect information about you to process the transaction, fulfil your order and provide you with the services you expect then and in the future. This information may include, but is not limited to, details such as your name, your address and your phone number. Unless we have your express consent, we will only disclose personal data to third parties if this is required for the purpose of completing your transaction with us. This is of course subject to the proviso that we may disclose your data to certain permitted third parties, such as members of our own group, our own professional advisers who are bound by confidentiality codes, and when we are legally obliged to disclose your data. By becoming a subscriber, you consent to receive from us by e-mail our e-newsletter and details of other special offers which we may think may be of interest to you. If you wish to unsubscribe at any point, you can do so by emailing us on [info@glorydays.uk.com](mailto:info@glorydays.uk.com)

## WHAT DO WE DO WITH YOUR DATA AND HOW DO WE STORE IT?

Glory Days Limited retains and uses your personal information to provide you with the best remote commerce (including electronic and mobile commerce) experience by providing you with a personalised service and to give you details of offers which we think will be of interest to you. We may also use the information to process any transactions you undertake with us and for internal administration and analysis. We are committed to ensuring your personal information is secure and will store your details for no longer than is necessary. We do not store credit or debit card details at any point. If at any point you wish to see the information that we hold about you, please email us on [info@glorydays.uk.com](mailto:info@glorydays.uk.com) We do not, and will not sell, rent, or trade your personal information to third parties for marketing purposes without your express consent.

## COOKIES

Each web site owned and operated by the Glory Days Limited group, including Glory Days Limited, uses cookies. A cookie is a small text file of which there are three types: Session cookies: These are used to maintain something called session state. If you consider your journey through the site to be a conversation with us and this cookie just reminds the site where we were in that conversation (for instance if at some point in the conversation you asked us to add a hotel to your basket, next time you click on the basket it is still there). These are required for the site to function but are not used in any way to identify you personally. Permanent cookies: These store a few numbers on your hard drive. You

can view them by looking in the cookie's directory of your browser installation if you are interested. They last for a long time and each time you come to our site you send us a copy of them. We use them to identify you between visits. For instance, if you were looking at hotels in London last time you were on the site, and we have a great hotel deal we may use this cookie to recognize you and show you our great deal. They are not required for the site to work but may enhance your experience. We do not store any personal data in these cookies, just a unique number that identifies you to us. Although you cannot block "session" cookies as they are required for our site to function correctly you can configure your internet browser so that it can reject both "permanent" and "third party" cookies. How you do this will depend upon the internet browser you use (for example, Internet Explorer 5, Netscape 4 or Opera etc) and it is therefore impractical for us to detail here how you can reject those cookies. Please refer to the relevant internet browser manufacturer's website where you should be able to receive all the information you need."

## ADVERTISING AND ANALYTICS

Facebook: We have Facebook pixel installed on our site to deliver targeted adverts to individuals via our social media channels.

Google Analytics: We use google ads to deliver targeted adverts to individuals who search online for Royal Edinburgh Military Tattoo packages.

## DATA

We operate and are registered in accordance with applicable data protection legislation. We are fully compliant with new GDPR regulations, which came into force on May 25th 2018.

## CONSENT

By disclosing your personal information to us using this website or over the telephone, you consent to the collection, storage, and processing of your personal information by Glory Days Limited in the manner set out in this Privacy Policy. Some information and e-mails sent to Glory Days Limited may be used as testimonials but no e-mail address or contact details will be displayed.

## OPT-OUT POLICY

Glory Days Limited Newsletter subscribers have the option to opt-out of receiving further information from us. If you wish to do this, please email us on [info@glorydays.uk.com](mailto:info@glorydays.uk.com) or hit the unsubscribe button on our newsletters