

Fictitious Capital Limited trading as Aerodrums - Privacy Policy

This privacy policy will explain how our company uses the personal data we collect from you when you use our website.

Topics:

- What data do we collect?
- How do we collect your data?
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- How do we store your data?
- Marketing
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What data do we collect?

Our company collects the following data:

- Personal identification information (Name, email address, phone number, address.)
- Information about your internet browsing session (IP address, browser and device type.)
- Information relevant to improving your experience as a customer or prospective customer (experience playing drums, genres of music that you play, ownership of drumming equipment, type of accommodation, whether you take drum lessons, what type of lessons you take.)
- Information about your orders (date, items purchased, price, delivery method.)

How do we collect your data?

You directly provide our company with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.
- Enter competitions at trade shows.

Our company may also receive your data indirectly from the following sources:

- Tawk.to (live chat service provider)

How will we use your data?

Our company collects your data so that we can:

- Process your order, manage your account.
- Email you with special offers on other products and services we offer that we think you might like.
- Email you information related to air-drumming, including news about Aerodrums and software updates.

If you agree, our company may share your data with our service providers in order to carry out key aspects of our business.

- Paypal (payment processing)
- Global Payments (payment processing)
- Tawk.to (live chat provider)
- Facebook (advertising)
- Twitter (advertising)
- Google (advertising)
- Kickstarter (fund raising)
- Indiegogo (fund raising)
- Amazon (IT services, order fulfilment, advertising)
- DHL (order fulfilment)
- DPD (order fulfilment)
- Royal Mail (order fulfilment)
- UPS (order fulfilment)
- FedEx (order fulfilment)

We do not ask or expect them to, but we cannot guarantee that the above companies will not offer you their products and services.

We use Google services to understand how visitors interact with our website, and to measure the performance of our online marketing. Google automatically collect and store certain information in their server logs which includes device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL, cookies that may uniquely identify your browser or your Google account, in accordance with their data privacy policy: <https://policies.google.com/privacy>

We embed a Facebook widget to allow you to easily share/like/recommend our webpages. This widget may collect your IP address, your web browser User Agent, store and retrieve cookies on your browser, embed additional tracking, and monitor your interaction with the widget, including correlating your Facebook account with whatever action you take within the widget (such as “liking/sharing/recommending” our webpage), if you are logged in to Facebook. For more information about how this data may be used, please see Facebook’s data privacy policy: <https://www.facebook.com/about/privacy/update>

When our company processes your order, it may send your data to, and use the resulting information from, credit reference agencies to prevent fraudulent purchases.

How do we store your data?

Our company securely stores your data at our office at 31 Russell Street, Liverpool L3 5LJ, UK

and at an Amazon data Centre in Dublin, Ireland.

Our company will keep your name, email address, phone number and address for 20 years or until such time as you request its erasure (see “right to erasure” below). Once this time period has expired, we will delete your data by removing it from our database.

Marketing

Our company would like to send you information about products and services of ours that we think you might like.

If you have agreed to receive marketing, you may always opt out later.

You have the right at any time to stop our company from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing, please email support@aerodrums.com

What are your data protection rights?

Our company would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access - You have the right to request our company for copies of your personal data. We may charge you a small fee for this service.

The right to rectification - You have the right to request that our company correct any information you believe is inaccurate. You also have the right to request our company to complete information you believe is incomplete.

The right to erasure - You have the right to request that our company erase your personal data, under certain conditions.

The right to restrict processing - You have the right to request that our company restrict the processing of your personal data, under certain conditions.

The right to object to processing - You have the right to object to our company's processing of your personal data, under certain conditions.

The right to data portability - You have the right to request that our company transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email:

Call us at: +44 151 5580025

Or write to us: support@aerodrums.com

If conditions apply to your request, we will inform you of them when you make a request.

What are cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information, visit allaboutcookies.org.

How do we use cookies?

our company uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website
- Letting internet advertising companies such as Google, Facebook and Twitter know how you use our website.

What types of cookies do we use?

There are several different types of cookies, however, our website uses:

- **Functionality** - our company uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** - our company uses these cookies to collect information about your visit to our website, the information you viewed, the links you followed and information about your browser, device, and your IP address. Our company sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The Aerodrums website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

Changes to our privacy policy

Our company keeps its privacy policy under regular review and regularly updates this document. This privacy policy was last updated on the 23rd of July 2020.

How to contact us

If you have any questions about our company's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: support@aerodrums.com

Call us: +44 151 558 0025

Or write to us at: 31 Russell Street, Liverpool, L3 5LJ, UK.

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that our company has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Call the Information Commissioner's Office: +44 303 123 1113

Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, UK.