

# Privacy Policy

## 1. Introduction

Thank you for visiting our website <https://www.coloradofencing.com/>!

This website is owned by Cheyenne Fencing Society and Modern Pentathlon Center (CFSMPC). We are committed to protecting your privacy as an online visitor to our website.

This privacy policy provides you with details of how CFSMPC collects and processes your personal data through your use of our site <https://www.coloradofencing.com/>

As we are a business operating in Denver Colorado, we aim to meet standards of the Colorado Privacy Act to protect your information but CFSMPC is not bound by this Act due to our low volume of data collection.

We use the information we collect about you to maximize the services and products that we provide to you via our website and through our business.

By providing us with your data, you warrant to use that you are over the age of 13 years.

This Privacy Policy, together with our Bio Form and Waiver form the entire agreement between you and CFSMPC

CFSMPC is the controller of the personal information collected via this website and we are responsible for your personal data (referred to as "we", "us" or "our" in this Privacy Policy). When you make a purchase via our website or at our business, your information is collected and stored by our Business Administration Tool, [MINDBODY, Inc, their Privacy Policy can be available here.](#)

## **Contact Details**

Our full contact details are

CHEYENNE

FENCING SOCIETY &

MODERN PENTATHLON CENTER OF DENVER

5818 East Colfax Ave.

Denver, CO 80220

[elaine@coloradofencing.com](mailto:elaine@coloradofencing.com)

Tel: 720-838-4225

<https://www.coloradofencing.com/>

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing [elaine@coloradofencing.com](mailto:elaine@coloradofencing.com)

## **2. Personal Information – Type, purpose and legal grounds**

Personal information/data means any information capable of identifying an individual. It does not include data that is anonymous in its source.

We may process the following categories of personal data about you:

### **Communication Information**

Communication information includes any communication that you send to us. This information can be sent to us through

- The contact form on our website
- Your response to our email marketing
- The subscriber form on our website
- Email, text, social media messaging
- Social media posting, including reviews or
- Through any other communication that you send to us.

We process this data for the purposes of

- Communicating with you,
- For record keeping and;

- For the establishment, pursuance or defence of legal claims.

Our legal ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.

### **Customer Information**

Customer information or data includes any information you provide relating to any purchases of goods and/or services such as your name, the students' information (age, school, and learning differences), billing address, delivery email address, phone number, contact details, purchase details and your card details.

We process this information to

- Supply the goods and/or services you have purchased and;
- To keep records of such transactions.

Our legal ground for this processing is the performance of an agreement between you and us and/or taking steps at your request to enter into such agreement such as attending classes, lessons, or camps at CFSMPC..

### **User Information/Data**

User information includes data about how you use our website and any online services together with any data that you may post for publication on our website or through other online services. We may collect, store and use:

1. information that you provide to us when using the services on our website or that is generated in the course of the use of those services (including the timing, frequency, and pattern of service use)
2. information contained in or relating to a personal account with our website (including name, email address, date and month of birth)
3. information that you provide when you provide feedback

4. information that you provide when you change your personal details or email preferences
5. information that you provide when you respond to a survey
6. information that you provide when you communicate with our customer support
7. any other personal information that you choose to send to us.

We process this data to

- Operate our website and ensure relevant content is provided to you,
- To ensure the security of our website
- To maintain backups of our website and/or databases and;
- To enable the publication and administration of our website, other online services, and business.

Our legal ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business.

We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

### **Technical Data**

Technical data is information about your use of our website and online services such as information about your visits to and use of this website, including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths.

The source of this data is from our analytics tracking system.

We process this data to analyze your use of our website and other online services, to administer and protect our business and website, to deliver

relevant website content and advertisements to you and to understand the effectiveness of our advertising.

Our legal ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy.

### **Financial Transactions**

All our website financial transactions are currently handled through our Business Administration Tool - MINDBODY, Inc

We will share information with MINDBODY, Inc only to the extent necessary to provide services and products to you at our business and communicate with you about those products and services.

Details are only supplied to a third-party supplier when it is required by law, for goods or services which you have purchased or to protect our copyright, trademarks and other legal rights.

### **Marketing Information/Data**

Marketing information includes data about your preferences in receiving marketing from us and our third parties and your communication preferences.

We process this data to

- Enable you to receive our newsletter
- Enable you to receive our informational emails
- Enable you to purchase services and products
- Enable you to receive emails automatically generated as notifications or by your actions on MINDBODY, Inc. For example: Purchase receipt, Credit Card expired notification
- To deliver relevant website content and advertisements to you and measure or understand the effectiveness of this advertising.

Our legal ground for this processing is our legitimate interests which in this case are to study how customers use our products/services, to develop them, to grow our business and to decide our marketing strategy.

We may use Customer, User, Technical and Marketing Information/Data to

- Deliver relevant website content and advertisements to you (including **social media and search advertising and other display advertising**) and;
- Measure or understand the effectiveness of the advertising we offer to you.

Our legal ground for this processing is legitimate interest which is to grow our business.

We may also use such data to send other marketing communications to you and our legal grounds for doing so is either your consent or legitimate interest namely to grow our business. (Please see **Marketing Communications** below)

### **Sensitive Data**

We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sexual orientation, political opinions, trade union membership or information about your genetic and biometric data. Information about your health, physical disabilities or learning differences may be shared by you and collected on the MINDBODY, Inc platform only when it is relevant to the provision of our services. We do not collect any information about criminal convictions and offenses.

### **Use of Personal Information**

We will only use your personal data for the purpose it was collected for or a reasonably compatible purpose if necessary. In the event we need to use

your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal information without your knowledge or consent where this is required or permitted by law.

### **3. How your personal information is collected**

We may collect personal information about you by you providing the data directly to us (for example by filling in forms on our site or by sending us emails).

#### **Cookies**

We may automatically collect certain data from you as you use our website by using cookies and similar technologies.

A "cookie" is a piece of information that is stored on your computer's hard drive and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyze traffic and for advertising and marketing purposes.

Cookies are used by nearly all websites and do not harm your system.

If you want to check or change what types of cookies you accept, this can usually be altered within your browser settings. You can block cookies at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. By not blocking cookies and continuing to browse, you are authorizing the use of cookies. If you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our site.

#### **How do we use cookies?**

We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regards to

how you are using our website. This helps us to develop and improve our website as well as products and/or services in response to what you might need or want.

### **Types of Cookies:**

**Session cookies:** these are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

**Persistent cookies:** a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics.

Cookies categories:

**Strictly necessary cookies:** These cookies are essential to enable you to use the website effectively, such as when buying a product and/or service, and therefore cannot be turned off. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

**Performance cookies:** These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

**Functionality cookies:** These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymized.



Please note that third parties who advertise on our website (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

#### **4. Marketing Communications**

Our lawful ground of processing your personal data to send you marketing communications is either your consent or our legitimate interests, namely to grow our business.

We may send you marketing communications if

- You made a purchase or asked for information from us about our goods or services or
- You agreed to receive marketing and, in each case, you have not opted out of receiving such communications since

#### **Express consent**

It is unlikely that CFSMPC will share your personal data with any third party for their own marketing purposes, however, in such circumstances, we will obtain your express consent.

#### **Stopping marketing messages**

You can ask us or third parties to stop sending you marketing messages at any time by:

- Following the opt-out links on any marketing messages sent to you  
OR
- Emailing us at [elaine@coloradofencing.com](mailto:elaine@coloradofencing.com) at any time

If you opt out of receiving marketing communications, this opt-out does not apply to personal data provided as a result of other transactions, such as purchases, warranty registrations, returns, replacements etc.

## **5. Disclosures of Your Personal Data**

We may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers, including lawyers, bankers, auditors, and insurers.
- Government bodies that require us to report processing activities.
- Market Researchers and Analysts.
- Marketing agencies we may engage from time to time.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

## **6. Data Security**

We strive to ensure the security, integrity, and privacy of personal information submitted to our website, and we periodically update our security measures in light of current technologies.

We will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information.

You acknowledge that the transmission of information over the Internet is inherently insecure, and we cannot guarantee the security of data sent over the Internet.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

## **7. Data Retention**

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

For tax purposes, the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for three years after they stop being customers.

## **6. Third-Party Links**

This website may include links to third-party websites, plug-ins, and applications, For example MINDBODY, Inc. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## **7. Change in Privacy Policy**

To ensure our privacy policy remains current, this policy is subject to change.

We may modify this policy at any time, at our sole discretion and all modifications will be effective immediately upon our posting of the modifications on this website.

Please return periodically to review our privacy policy.

You may instruct us at any time not to process your personal information for marketing purposes.

In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you

with an opportunity to opt out of the use of your personal information for marketing purposes.

If you have any questions or concerns at any time about our Privacy Policy or the use of your personal information, please email [elaine@coloradofencing.com](mailto:elaine@coloradofencing.com)