

Other World Music Privacy Policy

Other World Music's privacy policy covers the collection and use of personal information that may be collected whenever you interact with Other World Music, such as when you visit our Web site, or when you purchase music.

Please take a moment to read the following to learn more about our information practices, including what type of information is gathered, how the information is used and for what purposes, and how we safeguard your personal information. Your privacy is a priority at Other World Music, and we go to great lengths to protect it.

What information do we collect about you?

When you purchase music from our website we will retain information relating to the album title purchased, date of purchase, email address, home address and name.

We WILL NOT retain, and indeed are not privy to, purchase information such as debit, or credit card details. These are handled by our checkout host.

At other times email requests received will be logged, and email addresses retained.

In addition to the Information which you supply to us, information and data may be automatically collected through the use of cookies. Cookies are small text files the Site can use to recognise repeat users and allow us to observe behaviour and compile aggregate data in order to improve the Site for you. For example, cookies will tell us whether you viewed the Site with sound or with text on your last visit. Cookies also allow us to count the number of unique and returning visitors to our Site.

When do we collect personal information?

- 1) When you purchase music from our website
- 2) When you make enquiries about our music
- 3) When expressions of interest are received
- 4) When you visit our website

In all cases, what personal information we have is recorded in our database and is held securely off line.

Why do we collect personal information?

At Other World Music we value your custom and your interest shown in the content of our website and the music that we sell. As a result of your interest we feel that you would like to be kept informed about future developments at Other World Music.

What do we use your personal information for?

Occasionally, we will contact you by email to inform you of

- 1) changes to our website which we think may be of interest you
- 2) forthcoming albums
- 3) special offers
- 4) up and coming events, and finally
- 5) we will retain your information in the unlikely event that you wish to return a purchase. Your personal information, in this case, is used to validate the original purchase details.

Who else is privy to your personal information?

Confidentiality is paramount to us at Other World Music. Under no circumstances do we allow access to the database by, or sell your personal information to, a third party unless required or permitted to do so by

law.

We may monitor customer traffic patterns, Site usage and related Site information in order to optimise your use of the Site and we may give aggregated statistics to a reputable third-party, but these statistics will include no information personally identifying you.

Please note that we do provide links to other sites, which may not be governed by this Privacy Policy and you should view the particular privacy policies of those sites for further information.

Your rights

We hope that your experience at Other World Music is a pleasurable one and that you would want to be kept informed about our developments.

However, all promotional emails from Other World Music will contain an options link enabling you to request the removal of your details from our database if you so wish.

Additionally, you can request the removal of your personal details by writing to Other World Music at: Other World Music, Alverton House, Alverton Road, Penzance TR18 4TF Cornwall UK