



## PRIVACY POLICY

This privacy policy applies between you, the User of this Website, and IMA Kids, the owner and provider of this Website. IMA Kids takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

This privacy policy should be read alongside, and in addition to, our Terms and Conditions, which can be found at: [www.immortalkids.com](http://www.immortalkids.com).

Please read this privacy policy carefully.

### Definitions and interpretation

1. In this privacy policy, the following definitions are used:
  - Data: All information that you submit to IMA Kids via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws.
  - Cookies: A small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies).
  - Data Protection Laws: Any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations and secondary legislation.
  - GDPR: The UK General Data Protection Regulation.
  - IMA Kids, we, or us: IMA Kids, a company incorporated in England and Wales with registered number 14008006 and SIC code 85510, whose registered office is at 1285 Century Way, Leeds, West Yorkshire, LS15 8ZB.

- UK and EU Cookie Law: The Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 & 2018.
  - User or you: Any third party that accesses the Website and is not either (i) employed by IMA Kids and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to IMA Kids and accessing the Website in connection with the provision of such services.
  - Website: The website that you are currently using, [www.immortalkids.com](http://www.immortalkids.com), and any sub-domains of this site unless expressly excluded by their own terms and conditions.
2. In this privacy policy, unless the context requires a different interpretation:
- The singular includes the plural and vice versa.
  - References to sub-clauses, clauses, schedules, or appendices are to sub-clauses, clauses, schedules, or appendices of this privacy policy.
  - A reference to a person includes firms, companies, government entities, trusts, and partnerships.
  - "Including" is understood to mean "including without limitation."
  - References to any statutory provision include any modification or amendment.
  - Headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy 3. This privacy policy applies only to the actions of IMA Kids and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website, including any links to social media websites.

4. For purposes of the applicable Data Protection Laws, IMA Kids is the "data controller." This means that IMA Kids determines the purposes for which, and the manner in which, your Data is processed.

Data collected 5. We may collect the following Data from you:

- Name
- Date of birth
- Gender
- Contact information (email addresses, telephone numbers)
- Financial information (credit/debit card numbers)
- Postal address
- In each case, in accordance with this privacy policy.

How we collect Data 6. Data is collected in the following ways:

- Data is given to us by you.
- Data is collected automatically.

Data given by you 7. IMA Kids will collect your Data, for example:

- When you contact us through the Website, by telephone, post, email, or other means.
- When you register with us and set up an account to receive our products or services.
- When you complete surveys that we use for research purposes.

- When you enter a competition or promotion.
- When you make payments to us.
- When you elect to receive marketing communications.
- When you use our services.

Data collected automatically 8. When you access the Website, we may automatically collect information about your visit, including:

- Your IP address.
- The date, times, and frequency with which you access the Website.
- The way you use and interact with its content.
- We may collect Data via cookies, in line with your browser's settings. See the "Cookies" section below for more details.

Our use of Data 9. We may use Data to:

- Maintain internal records.
  - Improve our products/services.
  - Send marketing materials via email that may interest you.
  - Contact you for market research purposes.
  - In each case, in accordance with this privacy policy.
10. We may use your Data for legitimate business interests. You have the right to object (see "Your rights" below).
11. For direct email marketing:
- We use soft opt-in consent for communications regarding products or services you have previously engaged with.
  - For other types of e-marketing, we will ask for explicit consent.
  - You can withdraw consent at any time (see "Your rights" below).
12. When you register with us, the legal basis for processing is the performance of a contract between you and us.

Who we share Data with 13. We may share your Data with:

- Group companies or affiliates.
- Employees, agents, or professional advisors.
- In each case, in accordance with this privacy policy.

Keeping Data secure 14. We implement technical and organisational measures to safeguard Data:

- Access to accounts is controlled by unique usernames and passwords.
  - Data is stored on secure servers.
  - Payment details are encrypted via SSL technology.
15. We have measures in place to handle data breaches. If you suspect misuse or unauthorised access, contact us at [contactimmortalkids@gmail.com](mailto:contactimmortalkids@gmail.com).
16. For more information on safe online practices, visit [Get Safe Online](#).

Data retention 17. We will retain your Data only as long as necessary to fulfil the purposes described in this privacy policy or until you request deletion.

18. Even after deletion, your Data may persist on backup media for legal, tax, or regulatory purposes.

Your rights 19. You have rights regarding your Data:

- Right to access.
- Right to correct.
- Right to erase.
- Right to restrict use.
- Right to data portability.
- Right to object.

20. To exercise these rights or withdraw consent, email [contactimmortalkids@gmail.com](mailto:contactimmortalkids@gmail.com).

21. If you are dissatisfied with how your data concerns are handled, you may contact the [ICO](#).

Links to other websites 22. This Website may contain links to other websites. We are not responsible for their content. Read their privacy policies before use.

Changes of business ownership and control 23. In the event of business restructuring or sale, relevant Data may be transferred to the new owner under the terms of this privacy policy.

Cookies 24. This Website may use Cookies. Consent is requested upon first visit.

25. Types of cookies:

- Strictly necessary cookies
- Analytical/performance cookies
- Functionality cookies
- Targeting cookies

26. You can adjust cookie preferences at any time at [www.immortalkids.com](http://www.immortalkids.com).

27. For detailed cookie guidance, visit [aboutcookies.org](http://aboutcookies.org).

General 28. You may not transfer your rights under this privacy policy. We may transfer our rights if it does not affect your rights.

29. If a provision is found invalid, the remainder remains in effect.

30. This Agreement is governed by the laws of England and Wales and subject to the jurisdiction of English and Welsh courts.

Changes to this privacy policy 31. IMA Kids reserves the right to modify this policy as needed. Updates will be posted on the Website. Continued use signifies acceptance.

Contact For all privacy-related questions, contact us at: [contactimmortalkids@gmail.com](mailto:contactimmortalkids@gmail.com).