Cookies Policy - Ballet Nights

Cookie Policy for Ballet Nights Website

Welcome to Ballet Nights! Like many other websites, we use cookies and similar technologies to help us ensure you get the best experience on our website.

What Are Cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites operate, to work more efficiently, and to provide reporting information.

Why Do We Use Cookies?

We use cookies for several reasons. Some cookies are required for technical reasons for our website to operate. Other cookies enable us to track and target the interests of our users to enhance the experience on our website. Third parties also serve cookies through our website for advertising, analytics, and other purposes.

Types of Cookies Used

We use the following types of cookies on our website:

1. Essential Cookies: These cookies are strictly necessary to provide you with services available through our website and to use some of its features, such as access to secure areas.

2. Performance and Functionality Cookies: These cookies are used to enhance the performance and functionality of our website but are non-essential to their use. However, without these cookies, certain functionality may become unavailable.
3. Analytics and Customization Cookies: These cookies collect information that is used either in aggregate form to help us understand how our website is being used or how effective our marketing campaigns are, or to help us customize our website for you.
4. Advertising Cookies: These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed, and in some cases selecting advertisements that are based on your interests.

Your Choices

You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided below:

- Google Analytics Opt Out

  - To provide website visitors with the ability to prevent their data from being used by Google Analytics, Google has developed the Google Analytics opt-out browser add-on for the Google Analytics JavaScript (ga.js, analytics.js, dc.js). If you want to opt-out, download and install the add-on for your web browser. The Google Analytics opt-out add-on is designed to be compatible with Chrome, Internet Explorer 11, Safari, Firefox, and Opera. To function, it must be able to load and execute properly in your browser. For Internet Explorer, third-party cookies must be enabled. Learn more about the opt-out and how to properly install the browser add-on here.

- Google and YouTube Ads Opt-Out

  - We utilise Google's advertising technologies to deliver ads relevant to your interests, based on your visits to our site and other sites on the internet. If you wish to opt out of personalized advertising, you can set your preferences through your Google Ads Settings. Here, you can also disable ad personalization entirely.For those looking to prevent their data from being used by Google Analytics, Google offers a browser add-on for opting out. You can find and install the Google Analytics Opt-Out Browser Add-on to stop data from being used by Google Analytics. Additionally, you can utilize tools like the Network Advertising Initiative's opt-out tool to opt out of targeted advertising by NAI

member organizations.

- Facebook Ads Opt Out

    - We use Facebook technologies, such as the Facebook pixel, to understand the effectiveness of our ads and provide more relevant advertising based on your activity. If you prefer to limit this tracking, you can adjust your Facebook ad settings to control the ads you see and how your data is used. To adjust your preferences, visit your Facebook Ad Preferences. Here, you can control whether Facebook can show you ads based on your activity on other websites, devices, and the ads you see away from Facebook on apps and websites of Facebook partners. For a comprehensive opt-out of the Facebook Audience Network, further adjust your mobile device settings based on your operating system's instructions. Learn more about the opt out via the <u>Facebook Ad Preferences link here</u>

More Information

For more information about how we use information collected by cookies and other tracking technologies, please refer to our Privacy Policy. This Cookie Policy might be updated from time to time, so please review it frequently.

How to Contact Us

If you have any questions about our use of cookies or other technologies, please email us at <u>info@balletnights.com</u>.

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Policy Updated: March 2025
Policy to be reviewed: March 2026
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