

1. Introduction

We value and respect the trust our customers and visitors place in us when they provide access to their Personal Information. This Privacy Policy describes how we work to maintain trust and protect your information.

This Privacy Policy explains how we collect, use and disclosure of personal data you provide when you access or use our services and website (Site)

This Privacy Policy covers only data that we collected through the Site, and not any other data collection or processing, including, without limitation, the data collection practices of any third party, including any third-party operators of web pages to which the Site links. Accessing those links will cause you to leave our site and may result in the collection or sharing of information about you by a third-party.

We do not control, endorse or make any representations about those third-party websites or their privacy practices, which may differ from ours. We encourage you to review the privacy policy of any site you interact with before allowing the collection and use of your personal data.

By using the Site or providing information to us you will have accepted the Privacy Policy in force at the time of use. This Privacy Policy was last updated [DATE]. We may amend this Privacy Policy at any time.

2. Information Collected

We process personal data in accordance with the law and as far as is reasonably possible in a transparent and fair manner. Our data processing activities are conducted:

- 1) with your consent;
- 2) in order to fulfil our obligations to you;
- 3) for the legitimate purposes of operating our business, or
- 4) otherwise in accordance with law.

As part of the standard operation of the Site, information from your computer or mobile device, including, but not limited to, your browser type, operating system, IP address and the domain name from which you accessed the Site may automatically be collected and stored by the equipment of third parties that we have a relationship with for that purpose.

3. Uses and Disclosures of Information

We will only share your personal data as follows:

Sharing with service providers

We may retain service providers to manage or support certain aspects of our business operations on our behalf. These service providers may be located in the UK or in other global locations and may provide services such as credit card processing and fraud management services, email service providers, data hosting, management or support of our site. Our service providers are required by contract to safeguard any personal data they receive from us and are prohibited from using the personal data for any purpose other than to perform the services as instructed by us.

Compliance with law

We may also share your personal data when we believe, in good faith, that we have an obligation to: (i) respond to duly authorised information requests of law enforcement agencies, regulators, courts and other public authorities, including to meet national security or other law enforcement requirements; (ii) comply with any law, regulation, subpoena, or court order; (iii) investigate and help prevent security threats, fraud or other criminal or malicious activity; (iv) enforce/protect our rights or (v) protect the rights or personal safety of our employees, and third parties on or using our property when allowed and in line with the requirements of applicable law.

4. Contact Information

When you give us contact information (such as your name, address and/or email address) you agree that we may utilize this information. You agree that we may, as part of our services to you, communicate with you, or initiate communication with you on behalf of a third party, through means such as email, telephone (including mobile phone), or postal mail, including through the use of contact information that you may provide to us or that we may otherwise obtain from third-party resources.

5. Opting out

If you have the option of subscribing to communications from us related to our products or services. You can make or change your choices about receiving either subscription or general communications from us regarding these services by taking action as described in the communication. These options do not apply to communications primarily for the purpose of administering advice, contracts, support, or other administrative and transactional notices where the primary purpose of these communications is not promotional in nature.

6. Security

We use reasonable security measures to help protect against the loss, misuse and alteration of the Personal Information under our control. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. In addition, please note that emails, messages sent via your web browser, and other similar means of communication with other users, are not encrypted. We strongly advise you not to communicate any confidential or sensitive information through

these means. Therefore, while we strive to protect your information, we cannot guarantee its security.

Please also be aware that we may use third-party cloud service providers that provide hosting, data storage and other services pursuant to standard terms and conditions that may be non-negotiable; these service providers have informed us or the general public that they apply security measures they consider adequate for the protection of information within their system, or they have a general reputation for applying such measures. However, we will not be liable (to the fullest extent permitted by law) for any damages that may result from the misuse of any information, including Personal Information, by these companies.

7. Cookies

This website, like most websites, works best when allowed to use cookies

A cookie consists of a piece of text sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both “session” cookies and “persistent” cookies on the website. We will use the session cookies to: keep track of you whilst you navigate the website; and other uses. We will use the persistent cookies to: enable our website to recognise you when you visit; and other uses.

Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users’ computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google’s privacy policy is available at:

<http://www.google.com/privacypolicy.html>

To ensure that an opt-out is maintained in respect of a particular browser, you should use the Google browser plug-in available at:

<http://www.google.com/ads/preferences/plugin>

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all

cookies” using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites, including this one.