



www.informedchoices.co.uk

## Privacy Policy

Informed Choices is dedicated to improving online life by increasing accountability, improving transparency and, most importantly, helping web users and advertisers understand how and why cookies are needed whilst complying with the law.

This privacy policy sets out how Informed Choices Consulting Limited (hereafter Informed Choices) uses and protects any information that you give Informed Choices when you use this website.

Informed Choices is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

We may change this policy by updating this page. You should check this page from time to time to ensure that you are happy with any changes we make.

We do not share personal data collected on this website or any client site with third parties without your permission.

## Our Definition Of Personal Data

We do not share personal data collected on this website or any client site with third parties without your permission.

We use the [Information Commissioner's Office](#) definition of personal data:



*Personal data means data which relate to a living individual who can be identified –*



*(a) from those data, or*

*(b) from those data and other information which is in the possession of, or is likely to come into the possession of, the data controller,*

*and includes any expression of opinion about the individual and any indication of the intentions of the data controller or any other person in respect of the individual.*

## **What We Collect**

We may collect the following information when you contact us, subscribe to our newsletter or use our services:

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

We do not collect sensitive personal data.

## **What We Do With The Information We Gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- internal record keeping.
- we may use the information to improve our products and services.
- we may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- from time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

We use high-grade encryption for storing customer data and implement a retention policy which ensures that any customer data no longer required is securely shredded then burned.

## **Cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps site owners analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual and can remember the contents of shopping carts and language preferences. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of our website.

## **External Links**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement.

You should exercise caution and look at the privacy statement applicable to the website in question.

## **Control Of Your Personal Information**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or by [contacting us](#).
- you may unsubscribe from our mailing list by clicking the unsubscribe link found at the bottom of every email.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A £10 fee will be payable by either cheque or postal order. Do not send cash. If you would like a copy of the information held on you please write to :

The Data Protection Manager,  
Informed Choices Consulting Limited  
30 Cattle Market Street,  
Norwich,  
Norfolk,  
NR1 3DY

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Further legal information is available at [www.informedchoices.co.uk/legal](http://www.informedchoices.co.uk/legal)

**Last Updated 11/01/2012**