# 1   Information collection and use

borwell Ltd. is the sole owner of the information collected on our websites and our software applications and products. We will not sell, share, or rent this information to third parties in ways other than those disclosed in this policy. We may collect information from our users at several different points on our websites, or within our software applications and products.

We may collect information about the use and navigation through a website or software application.  We will not store detailed data (e.g. project files, customer records), but will store basic metadata only.  This information will be used to improve usability, navigation and to see which products and features are being used by users.  E.g. a count of how many times a user opens a customer details form, but no storage of the content of that form will occur.

# 2   Registration

Some of our websites restrict access to online content.  To gain entry a user must first complete a registration form. During registration a user is required to give their contact information (such as name and e-mail address). For sites where online access to content is part of a subscription package, registration forms will often contain full subscriber details used to identify and fulfil that subscriber's account.

# 3   E-mail alerts

If a user wishes to subscribe to our alerts, updates, briefings etc. we ask for contact and delivery information such as name and e-mail address. All of these e-mail lists provide opt out facilities online and with each e-mail broadcast.

# 4   Orders

We request information from the user on our order forms. Here a user must provide contact information (like name and shipping address). This information is used for billing purposes and to fulfil customer's orders. If we have trouble processing an order, this contact information is used to get in touch with the user. All online transactions are processed using SSL encryption (see Security for more detail) via PayPal.

We will not store details of a payment card used.

# 5   Cookies

Many of our sites use cookies - A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of cookies is for the convenience of visitors. For instance, by setting a cookie on our site, the user would not have to log in a password more than once, thereby saving time while on our site. If a user rejects the cookie, they may still use our site. Cookies can also enable us to track and target the interests of our users in order to enhance the experience on our site. Some of our business partners use cookies on our site (for example, advertisers). However, we have no access to, or control over, these cookies.

## 6 Log files

We may use IP addresses to analyse trends, administer the site, track a user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information, and will not be passed on to any other organisation.

## 7 Links

Some of our websites contain links to other sites. Please be aware that we are not responsible for the privacy practices of other sites. This privacy statement applies solely to information collected by this website and the websites that we support for our customers.

## 8 Online surveys

From time to time our sites request information from users via surveys. Participation in these surveys is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and email address), and demographic information (such as post code, company sector). Survey information will be used for purposes of monitoring or improving the use and satisfaction of the website and the products and services on offer.

## 9 Security

We take every precaution to protect our users' information on all of our web-based projects and websites. When users submit sensitive information via a website, their information is protected both online and off-line. When a registration/order form asks users to enter sensitive information (such as credit card number and/or social security number), that information is encrypted and is protected with the best encryption software in the industry - SSL.

While on a secure page, such as an order form, the padlock icon in the Web browser system tray becomes locked. While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line.  All user information, not just the sensitive information mentioned above, is restricted in our office. Only employees who need the information to perform a specific job (for example, our financial controller or a member of the project team) are granted access to personally identifiable information.

The servers that we store personally identifiable information on are kept in a secure environment, and we don't even have physical access to these, only secure remote access.

## 10 Correction and updating of personal information

If a user's personally identifiable information changes (such as postal address), or if a user no longer desires our service, we will endeavour to provide a way to correct, update or remove that user's personal data provided to us. This can be done at the registration page or by e-mailing the site editor. Many of our sites will offer subscribers an account management facility that will allow them to change or amend their own records.

## 11 Choice, opt-in and opt-out

Our users are given the opportunity to 'opt-out' of having their information used for purposes not directly related to our site at the point where we ask for the information.

Users who no longer wish to receive an e-shot/newsletter/alert/briefing/Bluetooth message etc. may opt-out of receiving these communications by replying to the unsubscribe link in the e-mail, or online or by contacting us directly. They will automatically be removed from successive campaigns.

## 12 Notification of changes to this policy

If we decide to change our privacy policy, we will seek to advise all users of these changes.
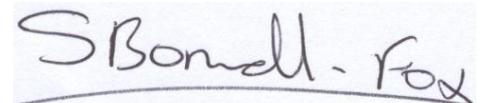
## 13 Discussion boards

While we take every precaution to ensure all contributions to discussion boards are factually correct, and not deemed to be untruthful, libellous, defamatory, racist or persecutory, these messages are entered by third parties. All users of the board are presented with a set of house rules before taking part.

Our editor will monitor as much as possible and although all users of the site are entitled to their opinion, language on the boards must be clean - contributions containing foul language and slander will be removed. Users will be warned if breaking the house rules. A user who consistently breaks the house rules will be barred from the discussion boards.

All users are reminded of copyright - Articles from other websites should be linked to rather than copied in full.  We reserve the right to remove articles without notice or reason.

## 14 Point of Contact

For all inquiries regarding data privacy and protection please contact the borwell office manager on 01684 377 980.

Steven Borwell-Fox
Managing Director
borwell Limited