

## Website privacy policy

We are extremely concerned to protect your privacy and confidentiality. We understand that all users of our site are quite rightly concerned to know that their data will not be used for any purpose unintended by them, and will not fall into the hands of a third party. Our policy is both specific and strict. If you think our policy falls short of your expectations or that we are failing to abide by our policy, do please tell us.

We are constantly vigilant for credit card or other fraud. We report all charge backs to a credit reference agency. If you have any reason to seek the return of money paid, please contact us rather than your credit card issuer.

Information may be unlawfully available to hackers and snoopers. We take no responsibility for this. The risk is no different from a similar risk in a bricks and mortar establishment. Except as set out below, we do not share, or sell, or disclose to a third party, any personally identifiable information collected at this site. If this policy should change in the future (most unlikely), then we shall provide notification in advance, and the opportunity for all users to indicate whether or not they would prefer that we do not provide the information to third parties as proposed.

We do not market to children. We do collect data on children over [16] years of age who may join to use [our products](#). Such child members will inevitably visit other parts of the site and will be subject to whatever on site marketing they find, wherever they visit.

Here is a list of the information we collect, and why it is necessary to collect it:

### **1 Basic identification and contact information, such as your name and contact details.**

This information is used:

- 1.1 to provide you with the services which you request;
- 1.2 to maintain our accounts;
- 1.3 for billing;
- 1.4 to enable us to answer your enquiries;
- 1.5 for verifying your identity for security purposes;
- 1.6 for marketing our services and products;
- 1.7 to help make our web site as useful to you as possible;
- 1.8 information which does not identify any individual may be used in a general way by us or third parties, to provide class information, for

example relating to demographics or usage of a particular page or service.

## **2 Your domain name and e-mail address**

are recognised by our servers and the pages that you visit are recorded. This information is used:

- 2.1 in a collective way not referable to any particular individual, for the purpose of quality control and improvement of our site;
- 2.2 to send you news about the services to which you have signed up;
- 2.3 to tell you about other of our services.

## **3 Financial information, including credit card details**

This information is used to obtain payment for goods and services you have ordered from us. This information is never actually received by us. The page where this information is given by you is controlled by our contract merchant service provider. Such information is automatically encrypted, and later decrypted for use. It never touches our system.

Note: your Internet browser may produce a warning message. This is automatic and does not reflect on the high level of security built into our system.

## **4 Information volunteered by you**

For a particular purpose, for example a personal profile, survey, job application form, or contest. This information will be used exclusively for the purpose for which you have provided it. Information is disclosed to third parties only where the third party concerned qualifies in whatever way the web site page requires. We will make absolutely clear on the face of the page, any intention to publicise the name of a winner.

## **5 Affiliate information**

This is information given to us in the course of your business and ours as you have applied to join our affiliate scheme. Such information is retained for business use only. We undertake to preserve the confidentiality of the information and of the terms of our relationship. This information is used:

- 5.1 to maintain our accounts and affiliate records;
- 5.2 for billing;
- 5.3 to enable us to answer your enquiries;
- 5.4 for verifying your identity for security purposes;

5.5 to send you news about the services to which you have signed up;

5.6 to tell you about other of our services.

## **6 Business information**

This is information given to us in the course of your business and ours such as in relation to your application to partner with us or advertise with us. Such information is retained for business use only. We undertake to preserve the confidentiality of the information and of the terms of our relationship. It is not used for any other purpose. We expect you and any partner to reciprocate this policy.

## **7 Disclosure to Government**

and their agencies. We are subject to the law like everyone else. We may be required to give information to legal authorities if they so request or if they have the proper authorization such as a search warrant or court order.

## **8 Information request**

At any time you may review or update the personally identifiable information that we hold about you, by contacting us at the address below. To better safeguard your information, we will also take reasonable steps to verify your identity before granting access or making corrections to your information.

This confidentiality policy has been compiled so as to comply with current UK, US and EU legislation, so far as we are aware. If you have any question regarding the confidentiality policy, please contact us at:

[\[Arctic wild Adventures](#)

Box 9

980 63 Kangos,

Sweden.

Now take me back where I was before reading this.



## **Explanatory notes**

### **Website privacy policy**

#### **General comments**

- 1 **Blue markings** - the document has been marked in blue at many of the points where you may need to insert, amend or choose an alternative. The blue colourings are purely to draw your attention to these items. To use the document, you may either remove the blue markings or simply leave your black and white printer to print in dark grey. Do not attempt to print the document in colour. If several sub-paragraphs are marked in blue it is either because you may pick and choose or because all of the paragraphs follow from only one of the choices. However, in a senior contract there are so many choices that we have not tried to colour all the possible changes you might wish to make.
- 2 Your privacy policy is a matter for your discretion. This model policy is built around:
  - 2.1 protecting you from contravening the UK Data Protection Act;
  - 2.2 providing re-assurance to your customers or clients;
  - 2.3 maintaining a professional but friendly image.

For compliance, it is essential that you specify what data is collected and what you do with it. The image you present to your customers is of course a matter for your choice.

- 3 For compliance, do include all that you might do with the data.
- 4 The introduction provides a statement that you do not market to children. Of course this may need to be adjusted if it is not true.

#### **Comments on specific paragraphs**, following the same numbering

- 1 This comprehensive list covers all aspects of the provision of goods or services and extends to enable you to market your goods and services.
- 2 Remember that your server (or that of your host) will collect “log” data about the source of every visitor.
- 3 We offer 2 alternatives here, according to whether your system retains credit card information. It is important here to specify what the system is, and amend this version so that your amended version is accurate.
- 4 This paragraph is relevant only where additional information is taken, for example by a singles dating site.
- 5 Competitions and promotions may be a difficult area. It is in your interests to publish winners’ names to provide credibility. On the face of it, however, to do so will violate this policy. We think it is best to mention it here as well as on the page promoting the competition. In this way, the competition page can merely state that by entering, the competitor grants permission for his name and

hometown (for example) to be revealed.

- 6 Affiliates are mentioned merely for compliance. You will have a separate contract with your affiliate team, either written, or expressed as terms and conditions (both of which Net Lawman can provide).

End of notes

### **Copyright**

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