

CHANGES TO THE PRIVACY POLICY

From time to time, Liberate may need to make changes to this privacy policy. This may happen as a result of government regulation, new technologies, or other developments in the area of data protection. Any updates to our privacy policy will be clearly posted in this section of the Website. We advise you to regularly review this policy when you visit the Website to keep informed about how Liberate is safeguarding your privacy.

1. COLLECTION AND USE OF YOUR PERSONAL INFORMATION

1.1 It will normally be clear when your personal information is being collected.

1.2 We collect personal information only for specific limited purposes and we only ask for information that is appropriate. We will only collect personal information from you which you have voluntarily provided by completing any registration, enrolment, enquiry or application form on this Website, or which you have sent to us via email, fax or post or which you have provided by telephone or any other means. See also Clause 3 below.

1.3 By disclosing your personal information to Liberate, you agree that we may obtain, hold and use the personal information you provide for the purposes of providing you with our products and/or services and with ancillary services (the “Purposes”).

The Purposes for which personal information is collected and processed include, without limitation:

- (A) responding to any enquiries you have made;
- (b) Sending you materials and/or information you have requested or products/services which you have purchased;
- (c) Performing our obligations in relation to any agreement you have with us;
- (d) Conducting contests, competitions or promotions;
- (e) Enabling you to submit contributions to us and/or to the Website;
- (f) To customise and improve the content on the website or any other websites which are part

of Liberate Group and/or to improve our products and services to

respond to your current and future needs and interests;

(g) Contacting you if we change our products or services or terms or if we need to give you notice of them;

(h) for the purpose of marketing our other products and services to you (by email or post,) unless you indicate otherwise during the submission process (e.g. by ticking the relevant boxes that are provided) or by subsequently notifying us as set out in Clause 1.4 that you do not wish to receive such material;

(i) For accounting purposes and internal administration and analysis;

(j) For the prevention of fraud; and

(k) For any purpose required by law or regulation.

1.4 If you wish to unsubscribe from emails and/or other communications sent by Liberate, you may do so at any time by contacting us or using Unsubscribe facilities for each area of communications.

2. DISCLOSURE OF PERSONAL INFORMATION

2.1 Subject to clauses 2.2, 2.3, 2.4 and 2.5, we do not share, sell, rent or distribute personal data to or with third parties unless the transfer of such information to third parties is strictly necessary for the performance of the Purposes (e.g. for fulfilling your order for a magazine subscription) and will not disclose personal information to third parties for their own marketing purposes unless you have consented to this.

2.2 We may disclose personal information to service providers who manage aspects of our operations. We may also disclose personal information to third parties when we consider it necessary for the purpose of maintaining the safety and security of the Website.

2.3 In the future, we may sell our business or assets. Personal information is usually considered an asset in such transactions. We may disclose, transfer, sell, assign or licence any of the information described above, including personally identifiable information, to third parties as a result of or in preparation for the sale, merger, consolidation, change in control, transfer of substantial assets, re-organisation or liquidation of Liberate and you consent to such disclosure, transfer, sale, assignment or licence.

2.4 We may share your personal information with other companies where you have expressly consented to this.

2.5 We may disclose your personal information if we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce our Terms and Conditions, terms of sale or to protect the rights, property or safety of Liberate, our customers or others. This includes exchanging information with our companies and organisations for the purposes of fraud protection and credit risk reduction.

3. COOKIES AND IP ADDRESSES

3.1 In addition to asking you to submit personal information, we may collect information about you automatically when you visit the Website. This information is not normally personally identifiable. Such information includes general information about your computer settings, your connection to the internet (i.e. your Internet Service Provider), your IP address (this is the number assigned to your computer by a web server when you are on the internet), your geographical location, your operating system, your browsing patterns, the pages you visit and documents downloaded. We analyse such information in the aggregate and will not use it for the purpose of identifying you (except that we may use such information to identify a visitor if we consider that there are or may be safety or security issues or to comply with relevant laws and regulations).

3.2 We may collect this information through the use of software technology called “cookies”. Cookies are small bits of information which are sent to your computer’s hard drive when you first visit the Website, and which allow us to identify your computer (but not you) the next time you visit the Website. We may use the information collected in this way to (i) identify what technologies and internet services are being used by our visitors and (ii) track usage of the Website so that we can adapt the Website to ensure that it better suits your needs and interests.

3.3 Most internet browsers give you the option to reject all cookies, accept all cookies, erase cookies stored on your computer or be notified before a cookie is stored on your computer.

Your ease of use of the Website may be reduced if you reject all cookies. You will need to refer to your internet browser instructions to find out more about these options and how to use them.

3.4 Please note that any advertiser may also use cookies in the advertisements which they place on the Website. We have no control over this.