



Thank you for using Aubrey Allen or visiting one of our websites.

This policy explains the what, how, and why of the information we collect when you visit one of our websites, or when you use our Services. It also explains the specific ways we use and disclose that information. We take your privacy extremely seriously, and we never sell lists or email addresses.

## THE BASICS

### 1. Definitions

These definitions should help you understand this policy. When we say “we”, “us”, “our”, and “Aubrey Allen”, we are referring to Aubrey Allen Limited. When we say “Member”, we are referring to the person or entity that is registered with us. When we say “you,” we are referring either to a Member or to some other person who visits any of our Websites. A “Subscriber” is a person we contact through our Services. In other words, a Subscriber is anyone on our Distribution List. “Personal Information” means any information that identifies or can be used to identify you or a Subscriber, directly or indirectly, including, but not limited to, first and last name, date of birth, email address, gender, occupation or other demographic information. A “Distribution List” is a list of Subscribers and all associated information related to those Subscribers (for example, email addresses).

### 2. Changes

We may change this Privacy Policy at any time and from time to time. The most recent version of the Privacy Policy is reflected by the version date located at the bottom of this Privacy Policy. All updates and amendments are effective immediately upon notice, which we may give by any means, including, but not limited to, by posting a revised version of this Privacy Policy or other notice on

the Website. We encourage you to review this Privacy Policy often to stay informed of changes that may affect you, as your continued use of the Website signifies your continuing consent to be bound by this Privacy Policy. Our electronically or otherwise properly stored copies of this Privacy Policy are each deemed to be the true, complete, valid, authentic, and enforceable copy of the version of this Privacy Policy which were in effect on each respective date you visited the Website.

### 3. Scope

This Privacy Policy is effective with respect to any data that we have collected, or collect, about and/or from you, according to our Terms of Use.

### 4. Questions & Concerns

If you have any questions or comments, or if you want to update, delete, or change any Personal Information we hold, or you have a concern about the way in which we have handled any privacy matter, please use our contact form to send us a message.

You may also contact us by postal mail or email at:

Privacy Officer

Aubrey Allen Limited

Unit 1, 3040 Siskin Parkway East

Coventry

CV3 4AD

[privacy@aubreyallen.co.uk](mailto:privacy@aubreyallen.co.uk)



## YOUR INFORMATION

We may use various technologies to collect and store information when you use our website, and this may include using cookies and similar tracking technologies on our Website, to analyse trends, administer the website, track users' movements around the website, serve targeted advertisements, and gather demographic information about our user base as a whole. Users can control the use of cookies at the individual browser level.

### 5. Use and Disclosure of Personal Information

We may use Personal Information only for the following purposes:

(a) To send you informational and promotional content in accordance with your marketing preferences. You can stop receiving our promotional emails by notifying Aubrey Allen that you wish to be removed from the mailing list.

(b) To bill and collect money owed to us by our clients. This includes sending you emails, invoices, receipts, notices of delinquency, and alerting you if we need a different credit card number. We use third parties for secure credit card transaction processing, and we send billing information to those third parties to process your orders and credit card payments. To learn more about the steps we take to safeguard that data, see Section 10 below.

(c) To send you System Alert messages. For example, we may inform you of temporary or permanent changes to our Services, such as changes to our Privacy Policy.

## 6. Public Information and Third Party Websites

(a) Blog. We have public blogs on our Websites. Any information you include in a comment on our blog may be read, collected, and used by anyone. If your Personal Information appears on our blogs and you want it removed, contact us. If we are unable to remove your information, we will tell you why.

(b) Social media platforms and widgets. Our Websites include social media features, such as the Facebook Like button. These features may collect information about your IP address and which page you are visiting on our Website, and they may set a cookie to make sure the feature functions properly. Social media features and widgets are either hosted by a third party or hosted directly on our Website. We also maintain presences on social media platforms including Facebook, Twitter, Instagram and Linked In. Any information, communications, or materials you submit to us via a social media platform is done at your own risk without any expectation of privacy. We cannot control the actions of other users of these platforms or the actions of the platforms themselves. Your interactions with those features and platforms are governed by the privacy policies of the companies that provide them.

(c) Links to third-party websites. Our Websites include links to other websites, whose privacy practices may be different from ours. If you submit Personal Information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any Website you visit.



## 7. Third Parties

We will never disclose Personal Information to third parties.

## 8. Contest and Sweepstakes

We may, from time to time, offer surveys, contests, sweepstakes, or other promotions on our Websites or through social media (collectively “Our Promotions”). Participation in our Promotions is completely voluntary. Information requested for entry may include personal contact information such as your name, address, date of birth, phone number, email address, username, and similar details. We use the information you provide to administer Our Promotions. We may also, unless prohibited by the Promotion’s rules or law, use the information provided to communicate with you, or other people you select, about our Services. We will never share this information

## SECURITY

### 9. Notice of Breach of Security

If a security breach causes an unauthorized intrusion into our system that materially affects you, then Aubrey Allen will notify you as soon as possible and later report the action we took in response.

## 10. Safeguarding Your Information

We take reasonable and appropriate measures to protect Personal Information from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the risks involved in the processing and the nature of the Personal Information.

Our credit card processing vendor uses security measures to protect your information both during the transaction and after it is complete. Our vendor is certified as compliant with card association security initiatives, including the Visa Cardholder Information Security and Compliance (CISP), MasterCard<sup>®</sup> (SDP), and Discovery Information Security and Compliance (DISC). We also perform annual SOC II audits. If you have any questions about the security of your Personal Information, you may contact us at [privacy@aubreyallen.co.uk](mailto:privacy@aubreyallen.co.uk).

## 11. Accuracy and Retention of Data

We do our best to keep your data accurate and up to date, to the extent that you provide us with the information we need

## 12. Access

We will give an individual, access to any Personal Information we hold about them within 72 Hours of any request for that information. Individuals may request to access, correct, amend or delete information we hold about them by contacting us here. Unless it is prohibited by law, we will remove any Personal Information about an individual, either you or a Subscriber, from our servers at



your or their request. There is no charge for an individual to access or update their Personal Information.

## Privacy

Under EU Law, EU residents have the right to request in writing from businesses with whom they have an established business relationship, (a) a list of the categories of Personal Information, such as name, email and mailing address. To request the above information, please contact us through our contact form or email at [privacy@aubreyallen.co.uk](mailto:privacy@aubreyallen.co.uk)

Thanks for taking the time to learn about the Aubrey Allen Privacy Policy.

Updated March 8th, 2018