

# MediaTel Insight Privacy Policy

This privacy policy sets out how MediaTel Limited uses and protects any information that you give MediaTel Limited when you use this website.

As a responsible organisation, we comply fully with the requirements of the Data Protection Act 1998 ("Act").

MediaTel Limited is committed to a policy of protecting the rights and privacy of individuals in accordance with the Act. Any personal information that we collect from you is collected and used fairly, stored safely and securely and not disclosed to any third party unlawfully.

MediaTel Limited may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 6<sup>th</sup> April 2009.

## **What we collect:**

To enable us to deliver MediaTel Insight to you we must collect personal information about you such as your e-mail address, your name and your company. We may also collect information about your visit to our website, including the pages you view, the links that you click on and other actions taken within our website. We also collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type and language, access times and referring website addresses.

## **Why we collect it:**

We collect and use your personal information to communicate with you. We may use it to send emails to you and other information you have requested from us.

## **Who we share your information with:**

We do not sell, rent or lease the information we collect to any third parties. We may share your information with other like-minded organisations so that they may send you information that might be of interest to you but we will not do so unless you have consented to us sharing your information in this way. We also share your information with those companies that we contract with to provide services on our behalf, such as handling the printing, processing and delivery of mailings, delivering banner advertisements on the website, processing on-line financial transactions, or analysis of the data we collect. We will only provide these companies with the personal information they require to deliver these services to you and on the understanding that your personal information is maintained confidentially and securely and that it is used only for purposes that you have consented to.

We may access and/or disclose your personal information if we are required to do so by operation of law or in good faith, if we believe that such disclosure is necessary to conform with the law or comply with any legal process served on us or this website and to protect and safeguard our rights and our property or in urgent circumstances to safeguard users of our website, our services and members of the public.

## **Links to other websites:**

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 not to have your personal information used in any of the ways described in this Privacy Policy. Where your personal information is collected you will often be given the opportunity to give or refuse your consent to certain uses of your personal information. If at any time you wish to have your personal information removed from our records, or you wish us to stop using your personal information in certain ways, or if you wish to discover the extent of

personal information that we hold about you ("Subject Access Request") then please write to us c/o Data Protection, MediaTel Limited, 77 Endell Street, London WC2H 9DZ. Remember that if you are making a Subject Access Request then we make a charge for supplying you with this information. To help us to locate and provide to you the information that we may hold on you quickly and efficiently you must include in any Subject Access Request letter as much information about your reason for making the request, how you believe we came to hold your personal information and the purposes to which you believe we are putting that information. If you believe that any information we are holding on you is incorrect or incomplete, please write to us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

**Security of your Personal Information:**

We use a variety of security technologies and procedures to help protect your personal information from unauthorised access, use, or disclosure. We store personal information you provide on computer systems that have limited access and which are located in secure facilities.

**Cookies:**

During the course of your visit to our website, the pages you see, along with a 'cookie', are downloaded to your computer. We do this because cookies enable us to do useful things such as find out whether you have visited our website before by checking to see, and finding, the cookie we left there on your previous visit. Cookies help us to provide you with a better experience when you visit our website as well as helping us to customise your profile. For example, if on a previous visit you requested a report from us we might find this out from the cookie and then highlight report information to you on your next visit.

**What is a cookie?**

A cookie is a small text file containing a random and unique identifier (e.g., #12489). This text file is sent to your browser from our web server and it is then stored onto your computer's hard drive. Within your browser you can elect to accept all cookies, receive notification when a cookie is sent or decline all cookies. Declining cookies may prevent you from taking full advantage of the website.