

PRIVACY POLICY

1. Privacy

We are committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the **Act**), the data controller is registration number is Z1306858 from Digital Properties Ltd. of Kings House, 14 Orchard St, Bristol UK BS1 5EH.

2. Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site at www.visitorreview.com (**the site**). This includes information provided at the time of registering to use our site, subscribing to our service, posting material or requesting further services. We may also ask you for information when you enter a competition or promotion sponsored by us and when you report a problem with the site;
- If you contact us, we may keep a record of that correspondence;
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them;
- Details of your visits to the site including, but not limited to, traffic data, search data, location data, weblogs and other communication data, whether this is required for our own purposes or otherwise and the resources that you access; and
- Any information, content and material you post on the site.

3. IP addresses and Cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve the site and to deliver a better and more personalised service. They enable us to:



- Estimate our audience size and usage pattern;
- Store information about your preferences, and so allow us to customise our site according to your individual interests;
- Speed up your searches; and
- Recognise you when you return to the site.

We do not use cookies for collecting information about your general internet usage and we will not collect any information about you except that required for system administration of the web server and otherwise as described above.

Please note that our advertisers may also use cookies, over which we have no control.

4. **Where we store your personal data**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (“EEA”). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. You must not share any password with anyone or allow any other person to use your password.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

5. **Uses made of the information**

We use information held about you in the following ways:

- To ensure that content from the site is presented in the most effective manner for you and for your computer;
- To allow you to participate in interactive features of our service, when you choose to do so;
- To notify you about changes to our service;
- To allow third parties whose services you have commented upon to contact you.



We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these.

If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please contact us directly.

6. Disclosure of your information

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 736 of the Companies Act 1985.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets; or
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements or to protect the rights, property, or safety of our advertisers, clients, or others.

7. Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by not ticking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at Digital Visitor, Kings House, 14 Orchard Street, Bristol, BS1 5EH or call us on +44 (0)117 9055 195.

The site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

8. Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

9. Changes to our privacy policy



Any changes we make to our privacy policy in the future will be posted on this page. You must review this privacy policy for any changes every time you access the site.

10. **Contact**

Questions, comments and requests regarding this privacy policy should be sent to Digital Visitor, Kings House, 14 Orchard Street, Bristol, BS1 5EH.