

PRIVACY POLICY

1. INCORPORATION OF PRIVACY POLICY

- 1.1 *Albright IP Limited whose registered office is at County House, Bayshill Road, Cheltenham, Gloucestershire, GL50 3BA ('Albright') is committed to ensuring that your privacy is protected and Albright is compliant with the Data Protection Act 1998. This privacy policy ('Privacy Policy') explains how Albright uses the information Albright collects about you and the procedures that Albright has in place to safeguard your privacy.*
- 1.2 *By using Albright' website <http://www.albright-ip.co.uk> ('Website') and or using any services ('Services') set out in the Website, you consent to Albright using the information Albright collects about you. If you do not agree with the terms and conditions set out in this Privacy Policy, do not continue to use the Website.*
- 1.3 For the purpose of the Data Protection Act 1998, the data controller is Albright.

2. THE INFORMATION ALBRIGHT COLLECTS AND HOW ALBRIGHT USES IT

- 2.1 When you visit the Website, register on the Website and/or use any of the Services, Albright may collect information including your name, postal address, e-mail address, telephone number, Services obtained and such other relevant information which Albright deems necessary to provide you with the Services. Where necessary, the information collected is transmitted in a secure manner to third parties to assist Albright to provide you with Services requested by you and to maintain the support services of Albright.
- 2.2 Subject to the terms and conditions of this Privacy Policy, Albright protects all personal and financial data from being disclosed to any third parties except when required by law. In addition, Albright may use your information to assist in the prevention of unlawful activities e.g. intellectual property rights infringement, money laundering or activities which threaten Albright's Website or is adverse to your or Albright's interest.
- 2.3 Albright may also use aggregate information and statistics, (but, which will not contain your identifying information) for the purposes of monitoring your usage of the Website in order to help Albright develop the Website and the Services offered by Albright. Albright may provide such aggregate information to third parties.

- 2.4 Albright may collect information which is based upon your behaviour and navigation on the Website. This information allows Albright to carry out internal research on the users' interest, demographics and behaviour so that Albright can better understand, and in turn provide better information, products and services to you and other clients.
- 2.5 Albright may also wish to provide you with information about special features featured on the Website or any other service or products Albright thinks may be of interest to you.
- 2.6 If you do not wish Albright to send you any information set out in Clauses 2.3 to 2.5 above, please send an e-mail to rgames@albright-ip.co.uk.
- 2.7 Subject to the other provisions of this Privacy Policy and such other provisions specified on the Website, Albright will not provide your information to other companies or organisations without your consent.

3. COOKIES

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device. You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu for a video about cookies visit www.google.co.uk/goodtoknow/data-on-the-web/cookies. Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

- 3.1 Albright may set and access first-party Cookies on your computer. Cookies that may be placed on your computer are detailed in Schedule 1 to this Policy. These Cookies are integral to the services provided by the Web Site to you.
- 3.2 You can choose to enable or disable Cookies in your web browser. By default, your browser will accept Cookies, however this can be altered. For further details please consult the help menu in your browser. Disabling Cookies may prevent you from using the full range of Services available on the Web Site.
- 3.3 You may delete Cookies, however you may lose any information that enables you to access the Web Site more quickly.

- 3.4 [The Web Site uses the third-party Cookies detailed in Schedule 2 to this Policy for the purposes described therein. These Cookies are not integral to the services provided by the Web Site to you and may be blocked at your choosing via your internet browser's privacy settings. Please ensure that your internet browser is up-to-date and consult the help and guidance provided by the developer of your browser if you are unsure as to how to adjust your privacy settings.]

SCHEDULE 1: FIRST-PARTY COOKIES

Cookie	Name	Purpose
Session Cookie	PHPSESSID	This session cookie is essential for the identification of a user on 's website. This cookie is deleted when you close your browser.

SCHEDULE 2: THIRD-PARTY COOKIES

Cookie	Name	Purpose	More information
Google Analytics	_utma _utmb _utmc _utmz	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	Click here for an overview of privacy at Google

4 . PROTECTING YOUR INFORMATION

- 4.1 The internet is not a secure medium. However, Albright has put in place various security procedures and strict policy rules to safeguard and protect your information from unauthorised and unlawful access and use. These security procedures and policies which are of the highest standards are continuously improved.

4.2 Notwithstanding the above, it should be appreciated that no system is entirely fool-proof and you should be careful when you reveal any confidential information to any third party.

5. DISCLOSURE OF YOUR INFORMATION

5.1 If Albright and/or part of its business is sold or integrated with another business, your details may be disclosed to Albright's advisers and any prospective purchasers and their advisers and will be passed on to the new owners of Albright.

5.2 Albright reserves the right to disclose your data (and you consent to such disclosure) if Albright is under a duty to disclose or share your personal data in order to comply with any legal obligation including where applicable, disclosing your identify for potential intellectual property rights infringement by you and/or defamation actions against you, or in order to enforce or apply Albright's *Terms and Conditions*, *Terms of Use for the Website and/or this Privacy Policy*, and other agreements; or to protect the rights, property, or safety of Albright, and/or Albright's clients. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

6. UPDATING YOUR DETAILS

If any of the information that you have provided to Albright changes, for example if you change your e-mail address, name or payment details, please contact Albright by sending an e-mail to rgames@albright-ip.co.uk.

7. OTHER TERMS

7.1 Owing to the global nature of the Internet infrastructure, the information you provide may be transferred in transit to countries outside the European Economic Area that do not have similar protections in place regarding your data and its use as set out in this Privacy Policy. However, Albright has taken the steps outlined above to try to improve the security of your information. By using the Website, you consent to these transfers.

7.2 Albright supplies links to other websites. If you click on a link, you are not protected by this Privacy Policy and you are advised to read the privacy policy of the other website as they may differ from this Privacy Policy.

- 7.3 Albright reserves the right to amend this Privacy Policy from time to time as it deems necessary. In such event, Albright will post such changes on the Website.
- 7.4 Albright welcomes your views about the Website and its privacy policy. If you would like to contact Albright with any queries or comments please send an e-mail to rgames@albright-ip.co.uk.