

# PRIVACY POLICY STATEMENT

This privacy policy statement covers all services provided by Cawleys and details the approach that Cawleys takes to the use of personal information from, and related to, our customers.

At Cawleys we use information collected on-line to develop and enhance the services we offer to you and to help us build our business. We take privacy issues seriously and are open about the way data is collected and used. This policy outlines the principles that we follow.

### What data is collected and how is it used?

When you visit a Cawleys website, the only data that we capture is that submitted via e-mail, by submission of a feedback form or by completion of an order form. Such data is maintained only for so long as necessary in order to fulfil your feedback request or order.

When you register for a service provided by Cawleys, you may need to choose a username and password for authentication purposes. For administration purposes, we will also require your name, address, telephone number and e-mail address. This may be used to send you information about your account and any Cawleys promotions. You may elect not to receive such promotions.

### Is personal information disclosed to Third Parties?

No. Cawleys does not sell, trade, lease or rent your personal information to others. The primary use that we make of personal information is to produce aggregate statistics about our customers, sales, traffic and related information but these statistics do not include any personally identifying information.

### Is personal information used for any other purposes?

From time-to-time Cawleys may employ other companies and individuals to work on our behalf. Examples of such work might include: sending e-mail, analysing data and providing customer call-centre services. Such agents have access to the personal information needed to perform their functions but may not use it for other purposes.

Our Quality Control department may contact you as part of our continuous quality development programme. Such calls will be made only to identify your experience of our services and to elicit your suggestions for improvement. You will be under no obligation to answer any such questions.

We may ask our market research partners to contact you by telephone as part of a survey of our services. You will be able to choose at the time whether or not you want to take part in any such survey.

If you use a Cawleys transactional or shopping service, we will pass information necessary to complete your order to our payment partners. Such information will typically include name, address and credit card billing details.

### How is personal privacy protected?

Cawleys is registered as a Data Controller with the Data Protection Registrar and uses up to date industry procedures to keep personal data as safe and secure as possible and to protect such data against loss, unauthorized disclosure or access. Please remember that you are responsible for protecting your password/username and must not share it or allow its disclosure to anyone.

Cawleys reserves the right to change this Privacy Policy and continued use of our services signifies your agreement to any changes. In the event of material changes you will be contacted by e-mail.

Signed



**Phil Gudgeon**  
Managing Director

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