

PRIVACY POLICY FOR ROUNDBALE LIMITED

WHICH INCLUDES www.roundbale.co.uk, www.localrider.co.uk AND ASSOCIATED SITES OF ROUNDBALE LIMITED, AND LOCALRIDER MAGAZINE

All information collected by us will be kept confidential and will not be sold, reused, rented, loaned, or otherwise disclosed unless you have specifically given us consent to do so.

At Roundbale Limited, the publisher of *Localrider Magazine*, we are dedicated to safeguarding the information or data we collect from you and preserving your privacy when communicating with us, or visiting our sites, or communicating electronically with us.

This Privacy Policy, together with our terms of use, provides an explanation as to what happens to any personal data that you provide to us, or that we collect from you as a customer, and user of our websites.

We do update this Policy from time to time so please do review this Policy regularly.

Information We Collect when using our websites

In operating our website, we may collect and process the following data about you:

- I. Details of your visits to our website and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data. For example, this would be your Internet Protocol Address (IP) address, and details of which web browser you used.
- II. Information that you provide by filling in forms on our website, such as when you registered for information, join our online community / forum, to make a purchase, enter a competition, or to subscribe to our email-newsletter.
- III. Information provided to us when you communicate with us for any reason.

Use of Cookies when using our websites

On occasion, we may gather information about your computer for our services and to provide statistical information regarding the use of our website to our advertisers.

Such information will not identify you personally it is statistical data about our visitors and their use of our site. This statistical data does not identify any personal details whatsoever.

Similarly to the above, we may gather information about your general internet use by using a cookie file. Where used, these cookies are downloaded to your computer automatically. This cookie file is stored on the hard drive of your computer as cookies contain information that is transferred to your computer's hard drive. They help us to improve our website and the service that we provide to you.

All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Alternatively you can switch cookies off with the cookie control found on our web page (look for the 'C' symbol). Please note that should you choose to decline cookies, you may be unable to access particular parts of our website.

Our advertisers may also use cookies, over which we have no control. Such cookies (if used) would be downloaded once you click on advertisements on our website.

Email Newsletter

We do not SPAM! Email newsletters from us will be of sensible frequency. You will have consented to receiving the email newsletter by opting-in via the website or by ticking a tick-up on a coupon. We will not pass your email address to a third part without your explicit consent – refer to 'Disclosing Your Information' section below.

You can un-subscribe at any time via the 'unsubscribe' link that appears in every subsequently received email newsletter, or via our website 'e-Newsletter' page.

Competition Entries

Competitions will often have details of their terms and conditions and details of the promotor – usually us. However please note that usually we will need to announce the competition results in which the winner(s) name and location (at least name and County only format) may be disclosed by the promotor on their website or in printed publication.

Use of Your Information

The information that we collect and store relating to you is primarily used to enable us to provide our services to you. In addition, we may use the information for the following purposes:

- I. To provide you with information requested from us, relating to our products or services. To provide information on other products which we feel may be of interest to you, where you have consented to receive such information. You can withdraw your consent should you be receiving such information by informing us at any time.
- II. To manage your ongoing participation in our website community / forum where you will have consented to participate.
- III. To manage your entry into any competition you have consented to participate in.
- IV. To meet our contractual commitments to you.
- V. To notify you about any changes to our website, such as improvements or service/product changes, that may affect our service.

If you are an existing customer, we may contact you with information about goods and services similar to those which were the subject of a previous sale to you.

We do not reveal information about identifiable individuals to other organisations, but we may, on occasion, provide them with aggregate statistical information about our visitors.

Storing Your Personal Data

We may transfer data that we collect from you to locations outside of the European Economic Area for processing and storing. Also, it may be processed by businesses operating outside the European Economic Area who work for us or for one of our suppliers. For example, such businesses may be engaged in the processing and concluding of your order.

We will take all reasonable steps to make sure that your data is treated securely, has appropriate protection for your information, and in agreement with this Privacy Policy.

The transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically and transmission of such data is therefore entirely at your own risk. We have procedures and security features in place to keep your data secure once we receive it.

Where we have given you (or where you have chosen) a password so that you can access certain parts of our site, you are responsible for keeping this password confidential. You may not share your password with anyone.

All information and data collected will not be kept any longer than necessary.

No Guarantee for Images and Text provided to us for Public Display

We take unauthorised copying and infringement of copyright very seriously and will take steps within our abilities to stop this happening, but we cannot be compelled to take action.

Where you have provided to us text (such as correspondence and competition entry details), images, for public consumption, online or in our printed publication. We cannot guarantee that the text or image will not be copied by a third party after publishing. Therefore contributors, entrants, and customers must not upload or send text or images for public display if they do not wish to share now or in the future.

Use of Your Payment Details

Details relating to any transaction entered on our site will be managed and processed by PayPal and will be encrypted to ensure its safety.

When a customer provides direct to us their Credit or Debit card details these will be used only by us for the transaction intended by the customer, then all card details will be destroyed. No Credit or Debit card information will be stored by us.

Disclosing Your Information

Where applicable, we may disclose your personal information to any member of our group. This includes, where applicable, our subsidiaries, our holding company and its other subsidiaries (if any).

We may also disclose your personal information to third parties:

- I. Where we sell any or all of our business and/or our assets to a third party.
- II. Where we are legally required to disclose your information.
- III. To assist fraud protection and minimise credit risk.
- IV. Where you have explicitly given us permission to do so.

Third Party Links

You might find links to third party websites (this includes 'social media' sites) on our website. These websites should have their own privacy policies which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

Access to Information

The Data Protection Act 1998 gives you the right to access the information that we hold about you. Please note that any demand for access may be subject to payment of a fee of £10 which covers our costs in providing you with the information requested. Should you wish to receive details that we hold about you please contact us using the contact details below.

Contacting Us

We welcome any queries, comments or requests you may have regarding this Privacy Policy. Please do not hesitate to contact us at info@roundbale.co.uk.

Business name: Roundbale Limited
Business and Postal address: 2 Littleworth Cottages, Speldhurst,
Tunbridge Wells, Kent, TN3 0TP, Great Britain

Email: info@localrider.co.uk or info@roundabale.co.uk

Registered Number: 6985971. Registered Office: 94A High Street, Sevenoaks, England