

Words & Graphics Limited

Privacy Policy

Words & Graphics Limited whose registered office address is 21 High Street, Lutterworth, Leicestershire LE17 4AT under company number 2379011 trading as Words & Graphics, and MyOwnPhotos, and MyOwnGifts (the “**Company**”, “**we**” or “**us**”). are committed to protecting and respecting your privacy.

This policy (together with our **Terms of Use** and **Terms of Sale** (“**Terms**”) 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 Words & Graphics Limited of 21 High Street, Lutterworth, Leicestershire LE17 4AT.

1 Information we may collect from you

1.1 We may collect and process the following data about you:

1.1.1 Information that you provide by filling in forms on our site www.wordsandgraphics.co.uk (“**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 which we sponsor and when you report a problem with our site.

1.1.2 If you contact us, we may keep a record of that correspondence.

1.1.3 We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

1.1.4 Details of transactions you carry out through our site and of the fulfilment of your orders.

1.1.5 Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

1.2 You must ensure that any information you provide to us is accurate and complete and that all details relating to your Order (as defined in the **Terms of Sale**).

2 IP address and cookies

2.1 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.

- 2.2** 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 our site and to deliver a better and more personalised service. They enable us:
- 2.2.1** To estimate our audience size and usage pattern.
 - 2.2.2** To store information about your preferences, and so allow us to customise our site according to your individual interests.
 - 2.2.3** To speed up your searches.
 - 2.2.4** To recognise you when you return to our site.
- 2.3** You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.
- 2.4** Please note that our advertisers may also use cookies when you click on an advertising link, over which we have no control.

3 Our use of cookies

- 3.1** All websites are now required by law to explain their cookie policy. Words & Graphics uses **session cookies** to enhance your experience of our website. We do not use them to collect any of your personal information. These cookies do not track individual information. You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site and you will not be able to carry out a transaction with us.
- 3.2** Our system will issue cookies when you log on to our website unless you have adjusted your browser setting so that it will refuse cookies.
- 3.3** If you do nothing other than read pages or download information while using this web site, we will capture and store information about your visit. This information will not identify you; it relates to:
- 3.3.1** the Internet domain (e.g. www.company.co.uk) and IP address from which you access the web site.
 - 3.3.2** the type of browser (Internet Explorer, Google Chrome, etc) and operating system (Windows, Mac, UNIX) you use.
 - 3.3.3** the date and time of your visit.
 - 3.3.4** the pages you visit.
 - 3.3.5** the address of the web site from which you linked to us (if applicable).

- 3.4** We use this information to make each visit more rewarding, and to provide us with information to help improve our service. We do not know (and do not want to know) the identities of people who visit us in this way.

4 What are cookies? General information

- 4.1** A cookie is a small text file, typically of letters and numbers, downloaded to your computer when you access websites. Typically, they contain the following information: a site name and unique user ID, the duration of the cookie's abilities and effects, and a random number. As a rule, cookies cannot be used to reveal your identity or personally identifying information.

- 4.2** When you visit a website that uses cookies for the first time, a cookie is downloaded onto your computer. The next time you visit that website, your computer checks to see if it has a cookie that is relevant and sends the information contained in that cookie back to the website. The website then notes that you have been there before, and in some cases, tailors what pops up on screen to take account of that fact. They also might record how long you spend on each page on a site, what links you click, even your preferences for page layouts and colour schemes.

- 4.3** Generally, the role of cookies is beneficial, making your interaction with frequently-visited sites smoother with no extra effort on your part. Without cookies, online shopping would be much harder. Without cookies, some websites will become less interactive with the cookie option turned off.

- 4.4** Most common cookies:

4.4.1 Session cookies: These cookies expire when you close your web browser (Internet Explorer, Firefox, Safari, Google Chrome). These cookies are used for various reasons, for example, remembering what you have put in your shopping basket as you browse a website. They can also be used for security to access your Internet banking or email.

4.4.2 Persistent cookies: These cookies are still stored on your computer after you have closed your web browser which allows your preferences on websites to be remembered. These cookies are used for a variety of purposes, for example, remembering your preferences on a website (your language choice or your user name on a particular website).

4.4.3 First and Third Party cookies: This refers to the website placing the cookie. First party cookies are cookies set by the website you are visiting. Third party cookies are set by another website; the website you are visiting may have advertising on the page and this other website will be able to set a cookie on your computer. Third party cookies on the main web browsers allow third party cookies by default. Changing the settings on your browsers can prevent this.

4.4.4 Exceptions

There are some exemptions to the above where it is essential for a

website to store information on your computer, for example, to provide a service to you that you have requested.

- 4.5 Further information can be found at <http://www.allaboutcookies.org/>

5 Where we store your personal data

5.1 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. Such staff may be engaged in, among other things, the provision of support services. 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.

5.2 All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. 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. We ask you not to share a password with anyone.

5.3 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.

6 Uses made of the information

6.1 We use information held about you in the following ways:

6.1.1 To ensure that content from our site is presented in the most effective manner for you and for your computer.

6.1.2 To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.

6.1.3 To carry out our obligations arising from any contracts entered into between you and us.

6.1.4 To allow you to participate in interactive features of our service, when you choose to do so.

6.1.5 To notify you about changes to our service.

6.2 We may also use your data to provide you with information about goods and services which may be of interest to you and we may contact you about these by post or telephone.

- 6.3** If you are an existing customer, we may contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale to you.
- 6.4** If you are a new customer we will contact you by electronic means only if you have consented to this.
- 6.5** If you do not want us to use your data in this way (as set out above) please tick the unsubscribe box situated on the form on which we collect your data.
- 6.6** We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in SW1). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.

7 Disclosure of your information

- 7.1** 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 UK Companies Act 1985.
- 7.2** We may disclose your personal information to third parties:
 - 7.2.1** 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.
 - 7.2.2** If Words & Graphics Limited or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
 - 7.2.3** 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** or **Terms of Sale** and other agreements; or to protect the rights, property, or safety of Words & Graphics Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

8 Your rights

- 8.1** You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes. You can exercise your right to prevent such processing by checking the unsubscribe box on the forms we use to collect your data. You can also exercise the right at any time by contacting us at customerservices@wordsandgraphics.co.uk.

8.2 Our 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.

9 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.

10 Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

11 Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to customerservices@wordsandgraphics.co.uk.