



Ridgeway Research Ltd (RRL) Privacy Policy

Ridgeway Research Ltd (RRL) are committed to ensuring that your privacy is protected and we shall endeavour to use any information that you provide when using this website in accordance with this privacy policy.

This privacy policy explains what information we collect, how we protect any information you submit to us, and how we use it.

RRL may amend this policy from time to time by updating this page. Therefore, we suggest you check this page occasionally to ensure you are aware of and are happy with any amendments.

What information do we collect?

Personal information may be collected from you in various ways, for example: -

1. Information about your computer and about your visits to and use of this website (these are information about your browser, your IP address, your general location as determined from your IP address and provided by your browser, the site from which you come, and the links followed when leaving our site). This information is also collected through cookies
2. When you conduct activities on our site (for example, when you complete an enquiry form etc.) we may collect your name and contact details, details of your subscription to our services.

How is the information used?

RRL use this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- For supply you with services and products.
- For statistical analysis and for management purposes in order to administer the website and or improve our products and services.
- Internal record keeping, and administrative purposes, and to inform you about our events, services or products, or other related information that we think would be of interest to you.

Your information will not be disclosed to any third parties for marketing purposes. You may at any time ask us to refrain from sending you marketing messages by sending us an email with the words UNSUBSCRIBE in the subject box or by telephoning us. If we contact you by email each time you receive a message you will also have the option to decline to receive further information of that type from us.

Your rights with respect to the Personal Information we hold

You are entitled to access the personal information that we hold on you; any such request should be made using our contact details below. If any data we hold is inaccurate, this will be corrected promptly on request. In certain circumstances you can request that we erase your data which we will do where this would not prevent us meeting our legal and regulatory obligations. Data retention period vary according to RRL's data retention policy.

RRL may disclose aggregate statistics about our site visitors, clients and sales in order to describe our services to prospective partners, advertisers other reputable third parties and for other lawful purposes, but these statistics will include no personally identifying information.

How and when we may share your Personal Information

RRL may have to pass information to external agencies and organisations, including the police, for the prevention and detection of fraud and criminal activity. Should any claim be made, we may pass your personal information to our insurers and if our business is wholly or partially transferred to a third party, your personal information may be one of the transferred assets.

Sale of business

If this business is sold or integrated with another business your details may be disclosed to our advisers and any prospective purchasers and their advisers, who in turn will be passed on to the new owners of the business.

Use of Cookies

A cookie is a small text file containing information that a web site transfers to your computer's hard disk for record-keeping purposes. A cookie cannot give us access to your computer or to your personal information. Most web browsers automatically accept cookies; consult your browser's manual or online help if you want information on restricting or disabling the browser's handling of cookies. If you disable cookies, you can still view the information on our web site, but the functionality of certain areas may be reduced.

Most web browsers automatically accept cookies, however you may delete, or disable cookies by following the instructions at <http://www.allaboutcookies.org/manage-cookies/>. Please note that you may not be able to take full advantage of a website if you disable cookies. Our website uses cookies to keep you logged in, so disabling cookies may impair your experience of the service.

Further information about cookies can be found on the Interactive Advertising Bureau's website www.allaboutcookies.org.

Social Media

If you share our content through social media, for example by liking us on Facebook, following or tweeting about us on Twitter, or giving us a '+1' via Google Plus, those social networks will record that you have done so and may set a cookie for this purpose.

In some cases, where a page on our website includes content from a social network, such as a Twitter feed, or Facebook comments box, those services may set a cookie even where you do not click a button. As is the case for all cookies, we cannot access those set by social networks, just as those social networks cannot access cookies we set ourselves.

Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data

held by Google. Further information about Google's privacy policy may be obtained from <http://www.google.com/privacy.html>.

Security

The internet is not a secure medium. However we take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

RRL have put in place various security procedures as set out in this policy. For example, our security and privacy policies are periodically reviewed and enhanced as necessary and only authorised personnel have access to user information. Whilst we cannot ensure or guarantee that loss, misuse or alteration of data will not occur, we use our best efforts to prevent this.

Your acceptance of this privacy policy

If you do not agree to this privacy policy, please do not use our site. By using our site, you consent to the collection and use of information by us, we have taken the steps outlined above to try to improve the security of your information.

Privacy Policy Updates

RRL reserve our right to make any changes and updates to this privacy policy without giving you notice as and when we need to. Our most up to date privacy policy is always available on our website.

Updating your communication preferences

You may ask that we do not send you communications using any of the contact details we hold on our records, this may include your email, SMS, telephone and postal information. Your personal preferences can be changed at any time by using our contact details below.

How to contact us

RRL welcome your views about our website and our privacy policy. If you would like to contact us with any queries or comments please send an e-mail to enquiries@ridgewayresearch.co.uk. You may request details of personal information which we hold about you under the Data Protection Act 1998. **Registration no: ZA341469**. If you would like a copy of the information held on you or if you have any questions relating to this RRL Privacy Policy or how we use the personal information we have about you, please write to: **Ridgeway Research Ltd, Park Farm Buildings, Park Lane, St Briavels, Gloucestershire, GL15 6QX, UK.**

To find out more about your rights under the Data Protection Act, visit the Information Commissioner's website: www.dataprotection.gov.uk or read the Act online at: www.hms.o.gov.uk/acts/acts1998/19980029.htm.