



## Privacy and Cookie Policy

Ulverscroft Large Print Books Limited whose registered office address is The Green, Bradgate Road, Anstey, Leicester, LE7 7FU under company number 1068776 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) reflects the new data protection requirements enshrined in the General Data Protection Regulations (GDPR), which became law on 25<sup>th</sup> May 2018 and 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 Ulverscroft Large Print Books Limited of The Green, Bradgate Road, Anstey, Leicester, LE7 7FU.

### 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.ulverscroft.co.uk](http://www.ulverscroft.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. This data is only collected if you switch on Statistical Cookies (Google Analytics).

**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. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual. Cookies are separated in to two groups: Necessary Cookies and Statistical Cookies. The individual can select whether statistical cookies are active.

**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 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. Our main library websites (ulverscroft.co.uk, ulverscroft.com, ulverscroft.ca, ulverscroft.com.au, ulverscroft.co.nz, ulverscroft.ie) and our consumer website (the readinghouse.co.uk) 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** Necessary or 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** Statistical cookies: We use Google Analytics to store information such as geographical location and IP address. Please see List of Website Cookies below for information on individual statistical cookies and their purpose.

**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.

**4.4.5** 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/>

**4.6** List of website cookies

### Necessary cookies (2)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.



Name	Provider	Purpose	Expiry	Type
PHPSESSID	ulverscroft.com	Allows users to login to their account, manage orders and use the shopping basket. This cookie simply holds a value that uniquely identifies the client to the server, and corresponds to a data file on the server.	Session	HTTP Cookie
ediCartObject	ulverscroft.com	Allows users to use the shopping basket.	Session	HTTP Cookie

### How to disable cookies

For information about how to restrict, delete and/or block cookies from your web browser, please visit the [Cookies & You](#) website.

### 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, but only 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 can only contact you by electronic means (e-mail or SMS) with information about goods and services if you have specifically consented to this. Consent is given on our subscribe page.

**6.4** If you are a new customer we will contact you by electronic means only if you have consented to this via our subscribe page.

**6.5** If you have subscribed to request information about our products and services and no longer want us to use your data in this way (as set out above) and to stop receiving such information please tick the unsubscribe box situated on the form on which we collect your data or the unsubscribe link on our emails.

**6.6** We do not disclose information about identifiable individuals to any company other than Ulverscroft Large Print Books Limited. In addition data on identifiable individuals is only accessible by authorised senior employees of Ulverscroft Large Print Books Limited.

## **7 Disclosure of your information**

**7.2** We may disclose your personal information to third parties in specific situations:

**7.1.1** 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.

**7.1.2** If Ulverscroft Large Print Books 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.

**7.1.3** 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 Ulverscroft Large Print Books 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. Your data will only be used to send marketing emails to you as an individual. 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 [marketing@ulverscroft.co.uk](mailto:marketing@ulverscroft.co.uk).

**8.2** You have the right to access information held about you. We have a legal responsibility to respond within 30 days. There is no charge for this. You can exercise the right at any time by contacting us at [marketing@ulverscroft.co.uk](mailto:marketing@ulverscroft.co.uk).



**8.3** You have the right to request us to delete any personal data we hold on you. We have a legal responsibility to act on this within 30 days. There is no charge for this. You can exercise the right at any time by contacting us at [marketing@ulverscroft.co.uk](mailto:marketing@ulverscroft.co.uk).

**8.4** 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 General Data Protection Regulations (GDPR) gives you the right to access information held about you. Your right of access (subject access) can be exercised in accordance to GDPR. Any subject access request will be responded to within 30 days of receipt.

### **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 [marketing@ulverscroft.co.uk](mailto:marketing@ulverscroft.co.uk).