



## WEBSITE PRIVACY POLICY

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## **Introduction**

This privacy policy sets out how we use and protect any information that you give us when you use this website.

## **Policy**

We are committed to ensuring that your privacy is protected. If we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

This policy may be changed from time to time by updating this page. We suggest you should check this page from time to time to ensure that you are happy with any changes. This policy was last updated on 24/05/2018.

## **What we collect**

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

## **How do ExFor+ C.I.C. collect information?**

We collect information from forms that you utilise to make contact with ExFor+ C.I.C. For example, when you send us a message through a contact form, or when you purchase a product from our store, or when you subscribe to our newsletter.

For Example: When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

### **Why do ExFor+ C.I.C. collect such personal information?**

We collect such Non-personal and Personal Information for the following purposes:

- To provide and operate the services offered by ExFor+ and our subsidiaries and our alternative brands that come under the ExFor+ C.I.C. banner such as Investors In Veterans, VETCON, Veri;
- To provide our Users with ongoing customer assistance and technical support;
- To be able to contact our Visitors and Users with general or personalised service-related notices and promotional messages
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services
- To comply with any applicable laws and regulations

### **How ExFor+ C.I.C. store, use, share and disclose our site visitors' personal information?**

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

### **What we do with the information**

We collect this information to help us provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

### **How do ExFor+ C.I.C. communicate with our site visitors?**

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

### **How do ExFor+ C.I.C. use cookies and other tracking tools?**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

ExFor+ utilise Cookies, further information regarding cookies utilised by wix.com created websites can be found on this link:

<https://support.wix.com/en/article/cookies-and-your-wix-site>

On the ExFor+ C.I.C. website we have a clickable tab at the bottom of our webpage that states "Use of Cookies" you are able to click this to understand further about our use of cookies.

Upon entry to our website for the first time and afterwards you will be presented with a Cookie notice asking you to accept the use of cookies, if you are not comfortable with accepting the cookies please navigate away from our webpage by typing a new URL in your browser.

It's important to note that third-party services, such as Google Analytics or other applications offered through the Wix App Market, placing cookies or utilizing other tracking technologies through Wix's services, may have their own policies regarding how they collect and store information. If you are concerned at anytime you are able to remove cookies from your computer by clicking on the "How to Delete Cookies" on our initial notification that outlines that our website utilises Cookies.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **How can our site visitors' withdraw their consent?**

If you don't want us to process your data anymore, please contact us at:

info@exforplus.org

or send us mail to:

ExFor+ C.I.C.  
71 - 75 Shelton Street  
Covent Garden  
London  
WC2H 9JQ

### **Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

### **Questions and our contact information**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at:

info@exforplus.org

or send us mail to:

ExFor+ C.I.C.  
71 - 75 Shelton Street  
Covent Garden  
London  
WC2H 9JQ

## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [Info@exforplus.org](mailto:Info@exforplus.org)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.