



Privacy Policy

Our commitment to you

The Gaymer Cider Company Limited (“GCC”, “We” or “Us”) has made a commitment to protect your right to privacy online. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us in respect of the Gaymers Music Quiz Application (the “**Application**”). Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. Any personal information you provide and our use of that information is critical to our business objectives and reputation and we will be responsible for ensuring that any personal information you provide is protected.

For the purpose of the Data Protection Act 1998 (the “**Act**”), the data controller is Gaymer Cider Company Limited of 4 More London Riverside, London SE1 2AU.

What personal information will you be asked to provide and how will we use that information

The Application only captures and stores personal information provided by you to us on a voluntary basis and therefore with your consent, including:

- information that you provide by filling in forms in connection with the Application, including when you participate in the Gaymers Music Quiz and when you report a problem with the Application;
- if you contact us, we may keep a record of that correspondence;
- we may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

Any personal information capable of identifying you, including your e-mail address will only be used strictly for the purpose(s) for which you provide it, including:

- 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;
- to allow you to participate in the Gaymers Music Quiz, when you choose to do so;
- to notify you about changes to the Application.

From time to time GCC would like to send you information about its latest products, services and/or promotional activities (“**Promotional Material**”) we think you may be interested in seeing. To this end, we may deem it necessary to pass your details on to our agents who will only be permitted to use your personal details to facilitate sending you Promotional Material in relation to GCC and its products. We will only send such Promotional Material to you, or pass your details on to our agents strictly to facilitate this, where you have ticked the relevant box situated on the registration form on which we collect your data.

GCC reserves the right to remove your details from our records at any time.

IP Addresses and Cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to record aggregate information. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

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 the Application and to deliver a better and more personalised service. They enable us:

- to estimate our audience size and usage pattern.
- to store information about your preferences, and so allow us to customise the Application according to your individual interests.
- to recognise you when you return to the Application.

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 the Application. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to the Application.

How we protect your personal information

Personal information which you provide is held separate from the Application; it is not possible for this information to be accessed via the internet, it will not be transferred to third parties without your approval or consent and it will not be kept for longer than is necessary or appropriate.

In order to maintain data integrity, GCC will only hold your personal information for a reasonable length of time and occasionally we will e-mail you to ensure that your details are both correct and that you wish to remain on our records.

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 during the process of it being transmitted to us; 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.

When we will disclose your personal information

We will 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 1159 of the UK Companies Act 2006; and
- if required to do so by law or if we believe that such action is necessary to protect and defend the rights, property or personal safety of GCC, the Application or its users or others.

How you can change/remove your personal information from our records

You have the right to ask us not to process your personal data for marketing purposes or if you have provided us with personal information and wish to have it removed from our records, you

can do this by either sending an e-mail to privacy@gaymercider.eu.com or writing to us at Gaymer Cider Company Limited, 4 More London Riverside, London SE1 2AU.

Links to other web sites

Sometimes the Application will contain links to other web sites ("**Linked Sites**") that are outside of our control and we are not responsible for the privacy practices or the content of any such Linked Sites. We recommend that you check the privacy policy of any Linked Sites that you may visit.

Your rights

Under the Act you have a legal right to request a copy of all the personal information about you held by us and have the right to have any errors corrected.

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.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to privacy@gaymercider.eu.com.