

Privacy Policy

The legal documents provided online are for your convenience only. In all cases the Terms & Conditions printed in relevant sale catalogues and/or in written contracts take precedence over the online terms and conditions.

We are committed to protecting and respecting your privacy. This policy sets out the basis on which your personal data will be processed by Ulric of England. It is your responsibility to read the following carefully, understand our views and practices regarding how we will treat your personal data. For the purpose of the Data Protection Act 1998 ("the Act") the data controller is Ulric of England, 35 Sandford Avenue, Church Stretton, Shropshire, SY6 6BH, England. This address is our registered office address. Visitors are by appointment only.

Enquires concerning our use- and/or storage -of data should be sent by first class post to our registered office address, and by E-mail to legals@ulricofengland.com. In the unlikely event we do not respond to your enquiry within 5- working days it is your responsibility to re-send your correspondence and/or telephone.

Information we may collect from you

We may collect and process the following data about you: information that you provide by filling in forms on our site. This includes information provided at the time of registration or at the time of posting material if you contact us, we may keep a record of that correspondence; we may ask you to complete surveys that we use for research purposes although you do not have to respond to them; details of transactions you carry out through our site and of the fulfilment of any contract between us; details of your visits to our site and the resources you access.

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. This is data about our users' browsing actions and does not identify any individual. We will not collect information from you other than that provided by your browser in normal use. We may use cookies in our web site which 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: to estimate our audience size and usage pattern; to store information about your preferences and so allow us to customise our site according to your individual interests; to speed up your searches; to recognise you when you return to the Our web site. 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 web site. We do not use cookies to gather information from you other than information about our own web site.

Where we store your personal data

The data that we collect from you may be transferred to and stored at a destination outside the European Economic Area. By submitting your personal data, you agree to this transfer. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy. All information you provide to us is stored on our secure servers. All payment transactions are encrypted. Where we have provided you (or where you have chosen) a password, user ID or PIN which enables you to access certain parts of our site, you are responsible for keeping this password, user ID or PIN confidential. We ask you not to refrain from sharing a password, user ID or PIN.

Transmission of information via the Internet is not completely secure, therefore while we undertake procedures to maximise data security, 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 prevent unauthorised access.

Uses made of the information

We use information held about you in the following ways, to:

- ✓ ensure content from our web site is presented in the most effective manner for you and for your computer;

- ✓ provide you with information, products or services that you request from us and/ or which we believe may interest you;
- ✓ allow you to participate in interactive features of our service where you choose to do so; notify you about changes to our service;
- ✓ analyse information about our users to identify their potential preferences.

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.

We will not disclose your data to any third party outside our group for the purpose of direct marketing but we may from time to time provide you with information about goods and services which we feel may be of interest to you including those provided by third parties. We will keep your details on file for a period of 6 years from the date of your last contact with us to simplify any future registration.

Your rights

You have the right to request us not to use your details for the purpose of providing you with information about the goods and services provided by our group (other than information which you have specifically requested). You can exercise that right by ticking certain boxes on the forms we use to collect your data. You can also notify Us by post or e-mail.

Links

Our site may contain links to and from our partners' and affiliates' websites. If you follow a link to their sites, please note these sites should also have a privacy policy. We do not accept any responsibility or liability for these policies and/or websites. It is your responsibility to ensure you understand and agree with any policies before you use and/or submit personal data to these sites.

Access to information

The Act gives you various rights including the right to access information held about you. Your right to access can be exercised in accordance with the Act.

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