

# PlayJam Privacy Policy

## 1. Introduction

- 1.1 We are committed to safeguarding the privacy of our website visitors; in this policy we explain how we will treat your personal information.
- 1.2 This policy together with our terms of use listed on <http://www.playjam.com> and any other documents referred to on it 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. By visiting [www.playjam.com](http://www.playjam.com) you are accepting and consenting to the practices described in this policy.

## 2. Collecting personal information

- 2.1 We may collect, store and use the following kinds of data:

### Information you give us

You may give us information about you when registering to use our website or that you provide to us for the purpose of subscribing to our email notifications and/or newsletters; by corresponding with us by phone, e-mail or otherwise, searching for a product, and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information and personal description.

### Information we collect about you

With regard to each of your visits to our site we may automatically collect the following information:

- technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our website (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

### Information we receive from other sources

We may receive information about you if you use any of the other websites we operate or the other services we provide. In this case we will have informed you when we collected that data that it may be shared internally and combined with data collected on this website. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.

2.2 Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.

### **3. Using personal information**

3.1 Personal information submitted to us through our website will be used for the purposes specified in this privacy policy

3.2 Information you give to us We may use your personal information to:

(a) provide you with the information about other products and other services that you request from us;

(b) notify you about changes to our services;

(c) ensure that content from our website is presented in the most effective manner for you and for your computer;

(d) send you non-marketing commercial communications;

(e) send you email notifications that you have specifically requested;

(f) send you our email newsletter, if you have requested it (you can inform us at any time if you no longer require the newsletter);

Information we collect about you. We may use this information to:

(a) administer our website and business;

(b) personalise our website for you;

(c) enable your use of the services available on our website;

(d) send you marketing communications relating to our business we think may be of interest to you where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);

(e) provide third parties with statistical information about our users (but those third parties will not be able to identify any individual user from that information);

(f) deal with enquiries and complaints made by or about you relating to our website;

(g) verify compliance with the terms and conditions governing the use of our website.

Information we receive from other sources.

We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

3.3 We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

#### **4. Disclosing personal information**

4.1 We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this policy.

4.2 We may disclose your personal information to any member of our group of companies (this means our subsidiaries, our ultimate holding company and all its subsidiaries)..

4.3 We may share your information with selected third parties including:

(a) Business partners, suppliers and sub-contractors for the performance of our website and services.

(b) Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others (if applicable).

(c) Analytics and search engine providers that assist us in the improvement and optimisation of our website.

4.4 We may disclose your personal information:

(a) to the extent that we are required to do so by law or in order to enforce or apply our terms of website use and other agreements or to protect the rights, property or safety of our customers and others. This includes exchanging information with other companies and organisations for the purpose of fraud protection and credit risk reduction;

(b) if Playjam 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; and

(c) to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling.

#### **5. Where we store your personal data**

5.1 Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this policy. This may be a country outside of the European Economic Area (EEA).

5.2 Information that we collect may be transferred to the following countries which do not have data protection laws equivalent to those in force in the EEA : the United States of America.

5.3 This information may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and 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.

5.4 5.4 You expressly agree to the transfers of personal information described in this Section 5.

## **6. Retaining personal information**

- 6.1 Personal information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
- 6.2 Notwithstanding the other provisions of this Section 6, we will retain documents (including electronic documents) containing personal data:
- (a) to the extent that we are required to do so by law;
  - (b) if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
  - (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

## **7. Security of personal information**

- 7.1 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 website; 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. However, we cannot prevent the use or misuse of such information by others nor can we prevent loss or alteration.
- 7.2 We will store all the personal information you provide on our secure (password- and firewall-protected) servers.
- 7.3 All electronic financial transactions entered into through our website will be protected by encryption technology.
- 7.5 You are responsible for keeping any password you use for accessing our website confidential; we will not ask you for your password (except when you log in to our website).

## **8. Amendments**

- 8.1 We may update this policy from time to time by publishing a new version on our website.
- 8.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

## **9. Your rights**

- 9.1 The Act gives you the right to access information held about you. You may instruct us to provide you with any personal information we hold about you in accordance with the Act; provision of such information will be subject to:
- (a) the payment of a fee (currently fixed at GBP 10) to meet our costs in providing you with details of the information we hold about you; and
  - (b) the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

- 9.2 We may withhold personal information that you request to the extent permitted by law.
- 9.3 You have the right to instruct us at any time not to process your personal information for marketing purposes by contacting us using our website contact form, by email to [info@playjam.com](mailto:info@playjam.com) or by telephone on +44 20 3301 5320..
- 9.4 In practice, we will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.

## **10. Third party websites**

- 10.1 Our website includes hyperlinks to, and details of, third party websites.
- 10.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties.
- 10.3 If you follow a link to any of these websites please note 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.

## **11. Updating information**

- 11.1 Please let us know if the personal information that we hold about you needs to be corrected or updated.

## **12. Cookies**

- 12.1 Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our website. For detailed information on the cookies we use and the purposes for which we use them see our cookies policy [\[insert link\]](#).

## **13. Data protection registration**

- 13.1 For the purpose of the Data Protection Act 1998 (the Act), the data controller is PlayJam Ltd of 27-31 Charing Cross Road, London, WC2H 0AU, United Kingdom.
- 13.2 Our data protection registration number is Z713285X.

## **14. Our details**

- 14.1 This website is owned and operated by PlayJam Ltd.
- 14.2 We are registered in England and Wales under registration number 03364451, and our registered office is at Bourne House, Queen Street, Gomshall, GU5 9LY.
- 14.3 Our principal place of business is at 27-31 Charing Cross Road, London, WC2H 0AU, United Kingdom

14.4 You can contact us regarding this privacy policy by writing to the business address given above, by using our website contact form, by email to [info@playjam.com](mailto:info@playjam.com) or by telephone on +44 20 3301 5320.

Any changes we may make to our privacy policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

This privacy policy was last updated on 18 May 2016.