



## The Alternative Board Privacy Statement

The Alternative Board UK ('TAB UK') is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Privacy Statement applies to the TAB UK websites and governs data collection and usage. By using the TAB UK websites, you consent to the data practices described in this statement.

### Collection of your Personal Information

TAB UK collects personally identifiable information, such as your e-mail address, name, home or work address or telephone numbers. TAB UK also collects anonymous demographic information, which is not unique to you, such as your postcode and business interests.

There is also information about your computer hardware and software that is automatically collected by TAB UK. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used by TAB UK for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the TAB UK website.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through TAB UK public message boards, this information may be collected and used by others. Note: TAB UK does not read any of your private online communications.

TAB UK encourages you to review the privacy statements of websites you choose to link to from TAB UK so that you can understand how those websites collect, use and share your information. TAB UK is not responsible for the privacy statements or other content on websites outside of the TAB UK and TAB UK family of websites.

### Use of your Personal Information

TAB UK collects and uses your personal information to operate the TAB UK website and deliver the services you have requested. TAB UK also uses your personally identifiable information for internal record keeping, to tell you of other products or services available from TAB UK and its affiliates, or share information we think would be relevant to you. TAB UK may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

TAB UK does not sell, rent or lease its customer lists to third parties. TAB UK may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, TAB UK may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third



parties are prohibited from using your personal information except to provide these services to TAB UK, and they are required to maintain the confidentiality of your information.

TAB UK does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

TAB UK keeps track of the websites and pages our customers visit within TAB UK, in order to determine what TAB UK services are the most popular. This data is used to deliver customized content and advertising within TAB UK to customers whose behaviour indicates that they are interested in a particular subject area.

TAB UK websites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on TAB UK or the site; (b) protect and defend the rights or property of TAB UK; and, (c) act under exigent circumstances to protect the personal safety of users of TAB UK, or the public.

If you would like a copy of the information held on you please write to The Marketing Department, The Alternative Board, 15 Hornbeam Square South, Harrogate HG2 8NB.

## Use of Cookies

The TAB UK web site use “cookies” to help you personalise your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalise TAB UK pages, or register with TAB UK site or services, a cookie helps TAB UK to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as web forms, billing addresses, shipping addresses, and so on. When you return to the same TAB UK Web site, the information you previously provided can be retrieved, so you can easily use the TAB UK features that you customised.

You have the ability 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. If you choose to decline cookies, you may not be able to fully experience the interactive features of the TAB UK services or Websites you visit.

## Security of your Personal Information

TAB UK secures your personal information from unauthorised access, use or disclosure. TAB UK secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorised access, use or disclosure.



## Changes to this Statement

TAB UK will occasionally update this Statement of Privacy to reflect company and customer feedback. TAB UK encourages you to periodically review this Statement to be informed of how TAB UK is protecting your information.

## Contact Information

TAB UK welcomes your comments regarding this Statement of Privacy. If you believe that TAB UK has not adhered to this Statement, please contact TAB UK at [enquiries@thealternativeboard.co.uk](mailto:enquiries@thealternativeboard.co.uk). We will use commercially reasonable efforts to promptly determine and remedy the problem.

## Unsubscribing

If you no longer wish to receive information and updates from TAB UK please send an email to [enquiries@thealternativeboard.co.uk](mailto:enquiries@thealternativeboard.co.uk) with the email address you wish to unsubscribe.