



we help brands talk to individuals

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VPAS PRIVACY AND COOKIE NOTICE

This Privacy and Cookie Notice summarises important information regarding how we collect, use, and share any personal information collected. This Privacy and Cookie Notice applies to personal information collected by, or on behalf of, VPAS Idea Merchants.

What information does this Privacy & Cookie Notice apply to?

This Privacy & Cookie Notice applies to personal information collected by (and on behalf of) VPAS Idea Merchants in connection with the marketing and sales of their products, and the execution of its activities within the UK.

We collect personal information online and offline that you choose to provide us with. This includes information provided when registering with our websites, contacting us, completing forms, making bookings or purchases, and posting information on public areas of our websites as well as through applications and on third party platforms (e.g. social media platforms) and applications used through our websites and third-party platforms.

This Privacy & Cookie Notice also applies to offers and advertisements for VPAS Idea Merchants services, or a service provider acting on VPAS Idea Merchants' behalf, may send to you on third party websites, platforms and applications. These third-party sites may have their own privacy & cookie policies and terms and conditions which VPAS Idea Merchants is not responsible for.

This Privacy & Cookie Notice also applies to personal information that we may receive about you from other legitimate third-party data sources, including information from commercially and/or publicly available sources which may include data aggregators, public databases and third-party social media platforms.

What is personal information?

Personal information is information about an identifiable individual, as defined by applicable law.

Collection and use of personal information

We collect personal data about you in order for us to communicate with you where required, to provide you with our products and services and to analyse trends in order to improve our offering to you.

The information that we may (depending on the context) collect from you includes:

Name, contact details (which may include address, email address, user name, telephone number), purchase information (credit card or other payment information, billing address)

User generated content, posts and other content that you submit to our website.

Any other personal information that you voluntarily provide to us.

When you use this site some information about your visit is automatically recorded such as the pages you have viewed, your IP address and the date and time of your visit. We also collect information using cookies.

The information we collect from other sources includes all the types of information detailed above.

All of the information that we collect may be combined to assist us in improving our products, services and our communications with you.

Note that if you share any of your activity on third-party social media platforms, you will then be subject to the privacy and cookie policies that govern the respective platforms.

By using this website, you are agreeing to our use of that information as set out in this Privacy and Cookie Notice.

Use of cookies on our websites

A cookie is a text-only string of information that a website transfers to the cookie file of the browser on your computer's hard disk so that the website can track unique visitors, recognise returning visitors and remember a visitor's preferences. A cookie will typically contain the name of the domain from which the cookie has come, the "lifetime" of the cookie, and a value, usually a randomly generated unique number. Cookies are useful because they allow a website to recognise a user's device.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests. You can find more information about cookies at: www.allaboutcookies.org.

We use "cookies" to ensure that we give you the best experience on our website, on our social media pages and to improve our advertising. The use of all cookies is subject to the terms of this Privacy & Cookie Notice and applicable laws and regulations. We also collect information using common Internet technologies such as "clear gifs" (also known as "pixels", "web bugs" or "web beacons").

We use Google Analytics to help analyse use of the site. This analytical tool uses cookies to collect standard internet log information and visitor behaviour information in an anonymous and aggregate form. The information about your use of the website and your IP address is transmitted to Google and is used by us to evaluate visitors' use of the website, compile statistical reports on website activity and create a profile of aggregated visitors using Google Analytics demographics and interests. We also use Google Display Network Impression Reporting to understand which adverts we place on other websites in the Google Display Network are better at helping us attract visitors to our website. To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

The types of information collected automatically may include:

Website cookies to help us gather and store information about our site visitors, including the type of browser & device you use, which VPAS Idea Merchants web pages you have visited, the websites you visited before coming to the VPAS Idea Merchants site and your IP address. Note: we share Site Usage Information with trusted third parties.

Use of IP addresses

When your web browser or e-mail application requests a web page or e-mail from another computer on the Internet, it automatically gives that computer the address where it should send the information. This is called your computer's "IP address." (IP stands for "Internet protocol.") For most users accessing the Internet from a dial-up Internet service provider (I6P), the IP address will be different every time you log on. We do not store IP addresses in a central database. They are just recorded in log files so they are not associated with an account.

IP addresses may be used for various purposes, including to:

Identify a person's country of access.

To assist our third-party service provider to manage GEO IP location, who may map IP addresses to countries.

Diagnose service or technology problems reported by our users or engineers that are associated with the IP addresses controlled by a specific web company or ISP.

Send the most appropriate advertising based on geographic area or information derived from your IP address. Many IP addresses are commonly associated with Internet service providers, universities, or major corporations in specific regions or localities. Aggregate information derived from IP addresses may also be reported to advertisers.

Estimate the total number of users visiting our websites from specific countries or regions of the world.

Assist third party advertisers to track effectiveness of the promotions they run on our website, visits to and business at third party's websites.

Help determine which users have access privileges to certain content that we host.

Identify whether the IP address relates to a human or non-human ("bot" or "web crawler").

Use of personal Information

We will only use the personal information we collect for our legitimate business interests, including to improve your consumer experience of our products and services, to provide you with specific information and services that you request, and with additional information and services that may be of interest to you.

Disclosure of personal Information

This may involve sharing your personal information with other companies that provide services to VPAS Idea Merchants and certain other third parties, but only where they have adequate protection to safeguard and hold your personal information securely and, in certain cases, only where you have provided your consent. Sharing of personal information is strictly for the purposes of rendering the products and services which VPAS Idea Merchants provides.

In some cases, this may involve transferring your personal information to other countries where third parties operate and process your personal information. To the extent that we do share your personal information with a service provider, we would only do so if we have entered into a written agreement with that party and that party has agreed to comply with our privacy standards as described in this privacy policy.

By providing any personal information to us, you fully understand and clearly consent to such use and transfers as set out in this Privacy and Cookie Notice.

Information you post on public areas of our website & on our Social Media pages

Information that you post on or through the public areas of the site (e.g. review pages, chat rooms, bulletin boards and discussion groups) and our Social Media pages (e.g. on our Facebook and Twitter pages) is publically available information and is generally accessible to, and may be collected and used, by others. Please do use caution and do not disclose any personal information, as we do not have any control on how other users may subsequently use your information. Such use by others may be in breach of both our Privacy Policy and of the law, and may place you at risk. We will not be responsible for any postings you make with personal information in them.

Security

We take security seriously and take precautions to keep your personal information secure. We have put in place reasonable technological and organisational procedures to safeguard the information we collect.

Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us at the contact details provided in the Contact Us section.

We have no control over the privacy of any communications while in transit to us. We recommend that you not include confidential, proprietary or sensitive information in such communications.

Unsubscribe, access, questions and further information

At your request, and where required by law, we will confirm, share, and/or update the personal information we hold about you. However, to protect your privacy we may first have to verify your identity. At any time you can choose to make an unsubscribe request to stop receiving communications.

Retention period

We will retain your Personal Information for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Contact Us

If you have any comments, queries, or complaints about our collection or use of personal information please contact us.

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