



Raploch Urban Regeneration Company Ltd

Web Site Privacy Policy – Final Version

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(authorised by BTO on 06 February 2008)

From here on, Raploch Urban Regeneration Company LTD will be referred to as RURC.

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1.0 Background to Privacy Policy

This policy applies between you, the user of this web site and RURC, the owner of this Web Site. This policy applies to our use of any and all data collected by us in relation to your use of the Web Site and any services or systems therein.

This website is operated by RURC. We are committed to protecting and respecting your privacy and complying with the Data Protection Act 1998. RURC is a Data Controller in terms of the 1998 Act. This statement sets out our Privacy Policy and explains what we do with the personal information that we collect from our users. Please read the following to understand our views and practices regarding personal information. If you have any questions or concerns regarding this statement, you should contact us using the details given at the end of this statement.

Please note that this Policy applies only to the RURC web site and not to the web sites of other organisations to which we may provide links. We are not responsible for the privacy policies or practices of such third party sites and you should make your own enquiries in respect of them.

2.0 Definitions

Definition	Explanation
Account	Collectively the personal information and credentials used by users to access material and / or any communications system on the Web Site;
Content	Any text, graphics, images, audio, video, software, data compilations and any other form of information capable of being stored in a computer that appears on or forms part of this Web Site;
Cookie	Cookies are commonly used on the internet. They are small text files placed on your computer by RURC when you visit certain parts of this Web Site. This allows us to identify recurring visitors and to analyse their browsing habits within the Web Site. Where e-commerce facilities are provided. Further details are contained in section 11.0 of this policy;
Data	Collectively all information that you submit to the Web Site. This includes, but is not limited to, account details and information submitted using any of our services or systems;
RURC	Raploch Urban Regeneration Company Limited;
Service	Collectively any online facilities, tools, services or information that RURC makes available through the Web Site either now or in the future;
System	Any online communications infrastructure that RURC makes available through the Web Site either now or in the future. This includes, but is not limited to, web-based email, message boards, live chat facilities and email links;
User/s	Any third party that accesses the Web Site and is not employed by RURC and acting in the course of their employment;
Web Site	The Web Site that you are currently using (www.raploch.com) and any sub-domains of this site (e.g. www.raploch.com/raplochstory) unless expressly excluded by their own Terms and Conditions.

3.0 Data Collected

Without limitation, any of the following data MAY be collected:

- Name;
- Date of birth;
- Gender;
- Job title;
- Profession;
- Contact information such as email addresses and telephone numbers;
- Demographic information such as post code, preferences and interests;

- IP address (automatically collected);
- Web browser type and version (automatically collected);
- Operating system (automatically collected);
- A list of URLs starting with a referring site, your activity on this Web Site, and the site you exit to (automatically collected); and
- Cookie information (see section 12.0 below).

4.0 Our Use of Data

Any personal Data you submit will be retained by RURC for as long as you use the services and systems provided on the Web Site. Data that you may submit through any communications system that we may provide may be retained for a longer period.

All personal data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security, see section 9.0 below.

Any or all of the above data may be required by us from time to time in order to provide you with the best possible service and experience when using our Web Site. Specifically, we may use data for the following reasons:

- Internal record keeping;
- Improvement of our products / services;
- Transmission by email of promotional materials that may be of interest to you;
- Contact for market research purposes that may be done using email, telephone, fax or mail. Such information may be used to customise or update the Web Site.

We may share your personal information with Third parties but only in the strictly limited circumstances set out below.

- We may supply your personal information to Third Parties (Such as our internet service providers) who help us administer this website. These Third Parties must at all times provide the same levels of security for your personal information as Transvercia and, where required, are bound by a legal agreement to keep your personal information private, secure and to process it only on the specific instructions of RURC;
- We may also supply your personal information to government bodies and law enforcement agencies if: we are required to do so by the requirements of any applicable law; or if in our good faith judgment, such action is reasonably necessary to comply with legal process; to respond to any legal claims or actions; or to protect the rights of RURC, its customers and the public;
- RURC may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, delivery of purchased items, search engine facilities, advertising and marketing. The providers of such services do not have access to certain personal data provided by users of this Web Site. Any use for other purposes is strictly prohibited.

5.0 Changes of Business Ownership and Control

RURC may, from time to time, expand, change or reduce its business and this may involve the sale of certain divisions or the transfer of control of certain divisions to other parties. Data provided by users will, where it is relevant to any division so transferred, be transferred along with that division and the new owner or newly controlling party will, under the terms of this policy, be permitted to use the data for the purposes for which it was supplied by you.

In the event that any data submitted by users will be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

6.0 Controlling Access to Your Data

Wherever you are required to submit data, you will be given options to restrict our use of that data. This may include the following:

- Use of Data for direct marketing purposes; and
- Sharing Data with third parties.

If at any time our site contains subscription mailing lists there will always be the option to remove you from the aforementioned list. Normally this, "unsubscribe" option will appear at the bottom of the most recently sent email newsletter.

7.0 Your Right to Withhold Information

You may access certain areas of the Web Site without providing any data at all. However, to use all services and systems available on the Web Site you may be required to submit account information or other data.

You may restrict your internet browser's use of Cookies. For more information see section 26.0 below.

8.0 Accessing Your Own Data

You have certain rights as a Data Subject under the Data Protection Act 1998 to request details and in certain circumstances a copy of the personal data which we hold about you. The law states that we may charge you a £10 fee for providing this information. If you would like a copy, please write to us at the address below and mark your envelope "Personal information request". Should you discover any inaccuracies in such personal data, please notify us as soon as possible at the same address. We will then correct our records, and notify any third parties to whom such personal data may have been supplied.

9.0 Security

Data security is of great importance to RURC and to protect your data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected online.

The Internet is inherently insecure. Personal Data submitted by means of the Internet may be vulnerable to unauthorised access by third parties. Submission of Personal Data using the Internet is at your own risk. We will take reasonable and appropriate technical measures to ensure that your Personal Data is stored in a secure manner. However we shall have no liability for disclosure of data due to errors in transmission or the fraudulent, negligent or other illegal acts of a third party, such as 'Hacking'. Any transmission of personal information on or through the use of our web site is at your own risk

We would strongly recommend that you do not divulge your account username or password to anyone. Please always remember to log out of your account and close your browser window when you have finished using them. This ensures that others cannot access your personal data especially when using a shared, or public access computer terminal.

10.0 Transmission of Data Overseas

RURC will not transfer your Personal Data to a country outside the European Economic Area without your prior consent and without first having assessed the adequacy of protection for individual rights in respect of personal data available in that country.

11.0 Site Statistics

We do gather non-personal data regarding site visitors to our website. This is provided to use statistical information on visits to pages, number of online users, type of browsers being used to view the site, paths taken through the site and other general information. Under no circumstances can this be linked to a particular person.

12.0 Cookies

RURC may set and access cookies on your computer. A cookie is a small file that resides on your computer's hard drive and often contains an anonymous unique identifier and is accessible only by the web site that placed it there, not any other sites.

You may delete cookies. However, if you delete them, you may lose any information that enables you to access the Web Site more quickly. You can also choose to enable or disable cookies in your web browser.

By default, your browser will accept cookies; this can be altered. For further details please consult the help menu in your browser. Disabling cookies may prevent you from using the full range of services available on the Web Site.

13.0 Changes to this Policy

RURC reserves the right to change this Privacy Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Web Site and you are deemed to have accepted the terms of the Policy on your first use of the Web Site following the alterations.

14.0 Contact Details

Address: Raploch Urban Regeneration Company Ltd, Castle Business Park, Lomond Court, Stirling, FK9 4TU.

Phone: 01786 431758

Email: raplochurcltd@stirling.gov.uk