

## **Our Aims**

We are fully committed to protecting your privacy and will respect your email privacy. We will not collect personally identifying information except with your specific knowledge and consent. We will work with our suppliers to ensure that your data is protected with high quality, reliable and secure technology. Our technology partners invest in high-quality security and work hard to protect user privacy. We follow strict security procedures set out in UK Data Protection Legislation in respect of the storage and disclosure of information given by you via our websites.

## **Use of Information**

We may offer to send you information or updates from SG1 Radio via e-mail, text or otherwise: obviously, signing up will put you on a special mailing list. We will mail you occasionally with information about your registration and/or your club membership if you have joined one and requested updates. Sometimes you will provide us with data that doesn't reveal your personal identity. We will use this sort of information only for editorial marketing and promotion purposes and occasionally for other purposes but we don't connect it to any name, address or other identifying information. Any research carried out via our websites is for the exclusive use of SG1 Radio unless specifically stated at the time of completion.

## **Collection of Information**

We collect information on our users in two ways: through registration, and through cookies.

## **"Cookies"**

You may have read about "cookies", small pieces of information that are stored by your browser on your computer's hard drive. We use cookies to identify registered users without needing to ask for registration details every time you access our site. The cookies control the display of ads, to ensure that you don't see the same ad too many times in a single session, for example, and to track usage patterns on our Sites. Our cookies do not contain any personally identifying information. While using the Site, you may notice that our advertisers occasionally serve you cookies, either directly or when you link to their sites. We cannot directly control what our advertisers or these cookies do, but it's our policy that advertisers on the Site should use cookies the same way we do. Occasionally, we may use cookies to track registered or unregistered users as they travel through the site - for instance, we might use cookies to count the total number of unique users who are accessing the site over a particular period of time. This information will never be shared with a third party, and is only used to make our systems more efficient. If you are very concerned about cookies, they can be turned off in your browser. Please note that if you choose to do this some areas of the site may not work as they were intended to.

## **Advertisers, Sponsors and Associates**

Where we collect registration information from you, we will only contact you ourselves. We will not sell or trade on your individual user details (including your email address) unless we have your prior consent. With your permission we will only share the information with carefully chosen, reputable and trustworthy third parties. We will never share your personally identifying information with a third party, including an advertiser, without your explicit permission. Similarly, you will receive unsolicited mail only from SG1 Radio and associated companies only if you have agreed to this.

From time to time we may run competitions or request material we can publish; to participate, you must usually supply us with your identity which you agree to have publicly associated with your submission. The exact rules vary from case to case, and will be noted clearly on the relevant pages. Your participation will always be voluntary and knowing. Otherwise, we will only share anonymous aggregate statistics about our users, sales and traffic patterns with our advertisers. Whilst your individual information is protected as outlined above, we reserve the right to use aggregated, anonymous data about our users as a group. For example, we might report to potential advertisers that a certain percentage of our users are interested in its products, based on information requests. We reserve the right to access and disclose individually identifiable information to comply with applicable laws and lawful government requests, to operate our systems properly and to protect both ourselves and our users.

We may provide aggregate statistics about our customers, sales, traffic patterns and related site information to reputable third-party vendors, but these statistics will include no personally identifying information. We reserve the right to change our privacy policy and all changes will be posted here.