

MyBirdy | Privacy Policy

MyBirdy is committed to protecting your personal information when you are using mybirdy.co.uk's services. We want our services to be safe and enjoyable environments for all of our audience.

This Privacy Policy relates to our use of any personal information you provide to us online, via phone or text, by email, in letters or correspondence. In order to provide you with the full range of services, we sometimes need to collect information about you.

This Privacy Policy explains the following:

- What information we may collect about you;
- How we will use information we collect about you;
- When we may use your details to contact you;
- Whether we will disclose your details to anyone else;
- Your choices regarding the personal information you provide to us;
- The use of cookies on the website and how you can reject these cookies.

MyBirdy is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all laws concerning the protection of personal information, including the Data Protection Act 1998 (these laws are referred to collectively in this Privacy Policy as the "data protection laws"). MyBirdy websites may contain hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, including cookies, and we urge you to review them. They will govern the use of personal information you submit or is collected by cookies whilst visiting these websites. We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

When you participate in, access or sign up to any of MyBirdy services, activities or online content, such as newsletters, competitions, live chats, message boards, telephone or text MyBirdy, we may receive personal information about you. This can consist of information such as your name, email address, postal address, telephone or mobile number or date of birth, depending on the activity.

By submitting your details, you enable MyBirdy (and where applicable its contractors) to provide you with the services, activities or online content you select.

Please note that sometimes we will require you to provide additional personal information, and sometimes sensitive personal information. When we do this we will

provide further information as to why we are collecting your information and how we will use it.

MyBirdy also uses cookies (see paragraph 12 below for details) and collects IP addresses (an IP address is a number that can uniquely identify a specific computer or other network device on the internet) from visitors to MyBirdy websites.

MyBirdy will use your personal information for a number of purposes including the following:

- To provide our services, activities or online content and to deal with your requests and enquiries;
- For “service administration purposes”, which means that MyBirdy may contact you for reasons related to the service, activity or online content you have signed up for (e.g. to provide you with password reminders or to notify you that a particular service, activity or online content has been suspended for maintenance);
- To provide you with information about our services, activities or online content;
- To personalise the way content is presented to you;
- To use IP addresses to identify the location of users, to block disruptive use, to establish the number of visits from different countries and to determine whether you are accessing the services from the UK or not;
- To analyse and improve the services offered by MyBirdy. to provide you with the most user-friendly navigation experience. MyBirdy may also use and disclose information in aggregate (so that no individuals are identified) for marketing and strategic development purposes.

Where MyBirdy proposes using your personal information for any other uses we will ensure that we notify you first. You will also be given the opportunity to withhold or withdraw your consent for the use of your personal information for purposes other than those listed above.

MyBirdy may contact you:

- In relation to any service, activity or online content you have signed up for in order to ensure that MyBirdy can deliver the services to you;
- Where you have opted to receive further correspondence;
- To invite you to participate in surveys about MyBirdy services (participation is always voluntary);
- For marketing purposes where you have specifically agreed to this;

Local pages will give you detailed information about how MyBirdy will contact you in relation to specific services, activities or online content.

MyBirdy won't contact you for marketing purposes, or promote new services, activities or online content to you unless you specifically agree to be contacted for these purposes.

We will keep your information confidential except where disclosure is required or permitted by law (for example to government bodies and law enforcement agencies). Generally, we will only use your information within MyBirdy. However, sometimes MyBirdy uses third parties to process your information. MyBirdy requires these third parties to comply strictly with its instructions and MyBirdy requires that they do not use your personal information for their own business purposes, unless you have explicitly consented to the use of your personal information in this way.

If you post or send offensive, inappropriate or objectionable content anywhere on or to MyBirdy websites or otherwise engage in any disruptive behaviour on any service, MyBirdy may use your personal information to stop such behaviour.

Where MyBirdy reasonably believes that you are or may be in breach of any of the laws of England and Wales (or the law of Scotland if you live there), MyBirdy may use your personal information to inform relevant third parties such as your employer, school email/internet provider or law enforcement agencies about the content and your behaviour.

We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with MyBirdy or MyBirdy's corporate retention schedule. If you cancel your registration as a user of any service and your account is deleted a red flag goes on the database and, while MyBirdy cannot use the personal information, it stays on the system for a period of one year for administration purposes before being deleted automatically.

Under the Data Protection Act you have the right to request a copy of the personal information MyBirdy holds about you and to have any inaccuracies corrected. (We charge £10 for information requests and require you to prove your identity with 2 pieces of approved identification). We will use reasonable efforts to supply, correct or delete personal information about you on our files.

Please address requests and questions about this or any other question about this Privacy Policy to the Data Protection Officer (see below)

mybirdy.co.uk is published in the UK by MyBirdy. All personal information submitted by you to the website goes directly to MyBirdy and will be processed in accordance with this Privacy Policy (and any local terms that apply on websites). Where there is a conflict, the local terms will apply to the extent of the conflict.

You should note that MyBirdy may place a number of cookies on any of our sites and may collect information about international users from these.

a. What is a cookie?

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer or mobile phone (referred to here as a “device”) browser from a website’s computer and is stored on your device’s hard drive. Each website can send its own cookie to your browser if your browser’s preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other websites. Many websites do this whenever a user visits their website in order to track online traffic flows.

On MyBirdy’s websites, cookies record information about your online preferences and allow us to tailor the websites to your interests. Users have the opportunity to set their devices to accept all cookies, to notify them when a cookie is issued, or not to receive cookies at any time. The last of these means that certain personalised features cannot then be provided to that user and accordingly they may not be able to take full advantage of all of the website’s features. Each browser is different, so check the “Help” menu of your browser to learn how to change your cookie preferences.

During the course of any visit to a MyBirdy website, the pages you see, along with a cookie, are downloaded to your device. Many websites do this, because cookies enable website publishers to do useful things like find out whether the device (and probably its user) has visited the website before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit.

b. How does MyBirdy use cookies?

Information supplied by cookies can help us to analyse the profile of our visitors and help us to provide you with a better user experience. For example, if on a previous visit you went to our product pages, we might find this out from your cookie and highlight product information on your second and subsequent visits.

c. Third Party Cookies on MyBirdy pages

Please note that during your visits to MyBirdy websites you may notice some cookies that are not related to MyBirdy or MyBirdy’s contractors. When you visit a page with content embedded from, for example, YouTube or Flickr, you may be presented with cookies from these websites. MyBirdy does not control the dissemination of these cookies. You should check the third party websites for more information about these.

This Privacy Policy may be updated from time to time so you may wish to check it each time you submit personal information to us. The date of the most recent revisions will appear on this page. If you do not agree to these changes, please do not continue to use MyBirdy websites to submit personal information to MyBirdy. If material changes are made to the Privacy Policy we will notify you by placing a prominent notice on the website.

If you have any questions or comments about this Privacy Policy please contact:

MyBirdy

1 Henley Way

Doddington Road

Lincoln

LN6 3QR