

PRIVACY POLICY

Just Add Water is committed to preserving the privacy of all visitors to our site. Please read the following Privacy Policy to understand how we use and protect the information that you provide to us.

By using, registering on, placing an order on or requesting a quotation via our site you consent to the collection, use and transfer of your information under the terms of this Privacy Policy.

1. Introduction

- 1.1 This Privacy Policy is a statement as to how we shall process your personal data. We take the security and privacy of you and your personal data very seriously and we are committed to safeguarding your privacy on line. Please be aware that communications over the internet, such as emails, are not secure unless they are encrypted. We do not accept any responsibility for any unauthorised access or loss of personal data beyond our control. You may access most areas of our site without registering with us. Certain areas of our site are only open to you if you register.
- 1.2 Our primary reason for collecting your personal data is to process your orders for goods from our site, address enquiries which you may make on our site from time to time and provide you with the most efficient service possible. We do not anticipate collecting or processing sensitive personal data about you.
- 1.3 This Privacy Policy may change from time to time so please check it periodically.
- 1.4 Our site may contain links to other websites. Please note that we are not responsible for the privacy practices of such other websites and advise you to read the privacy statements of each website you visit which collects personal information.

2. Our Policy for Processing your Personal Data

- 2.1 What personal data do we process and where do we get it from?
 - 2.1.1 When you contact us via the "Contact Us" link on our site, or email us, or register on our site we will collect personal data from you.
 - 2.1.2 When you contact us over the telephone we may collect personal data from you.
 - 2.1.3 Personal information may also be obtained automatically by your internet browser.
 - 2.1.4 If you place an order for goods and when you subsequently submit payment for that order we will collect personal data from you.
 - 2.1.5 If you request a quotation for goods we may collect personal data from you.
 - 2.1.6 The types of personal data which we may collect from you could include, for example, your name, your contact details (such as your address, telephone number and email address), credit/debit card information and other information collected on registration or through the "Contact Us" link on our site.
 - 2.1.7 We may also collect non-personally identifiable information about your visit to our site through the use of cookies. This information may include, for example, the pages which you browse. This information helps us to better manage and develop our site. Please see Condition 3.3 for further information on cookies.

3. What do we do with your Personal Data?

- 3.1 We will process your personal data so that:
 - 3.1.1 we can process your orders for goods from our site subject to the terms and conditions of our site;
 - 3.1.2 we can fulfil our obligations to you under any contract for the supply of goods subject to the terms and conditions of our site;

- 3.1.3 we can create a quotation for goods for you;
- 3.1.4 we can deal with the general queries you raise from time to time through the "Contact Us" link on our site, by post, by email or by telephone;
- 3.1.5 we can process any payment made by you; and
- 3.1.6 we can process your registration details.
- 3.2 Other purposes for which we may process your personal data are:
 - 3.2.1 the general administration of your records by us;
 - 3.2.2 the general maintenance of our database and records by us;
 - 3.2.3 for security purposes to protect your personal data held and/or processed by us;
 - 3.2.4 to maintain records of payments made by you; and
 - 3.2.5 for our general marketing purposes unless you have notified us to the contrary.
- 3.3 When you enter our site for the first time and where we wish to issue your computer with a cookie, you will be asked to consent to such use. Cookies in themselves do not identify the individual user, just the computer used. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. These cookies allow us to distinguish you from other users of our site, which helps us to provide you with a good experience when you browse our site and also allows us to improve our site. Many websites do this whenever a user visits their website in order to track traffic flows. If you wish to reject our cookie, you can decline our request, in which case you may not be able to use the site or some parts of it. Additionally you can configure your browser to do so (see Condition 9 below), or you can ask your internet browser to alert you when a cookie is being set up.
- 3.4 You acknowledge that by providing personal data to us, you consent to the processing of your personal data in accordance with this Privacy Policy.

4. Who else gets to see your Personal Data?

- 4.1 Our data processors.
- 4.2 Such couriers used by us from time to time for the purposes of delivering goods ordered by you.
- 4.3 Such financial service providers used by us from time to time for the purpose of processing payment for goods and/or security checks.
- 4.4 Other companies which are part of the group of companies which we may be part of from time to time.
- 4.5 Such other carefully selected companies who provide goods and/or services which we think may be of interest to you.
- 4.6 Such marketing companies used by us from time to time.
- 4.7 Such third parties working with us to enable us to provide a better site service to you.

5. Your Rights

- 5.1 You have the right to object to your personal data being used for 'direct marketing' and/or 'host mailing' purposes (see Conditions 3.2.5 and 4.6 above). You can change your options in relation to the information you wish to receive at any time by contacting us in writing by post to "CHANGE OF DETAILS", Just Add Water, Atlas House, Montgomery Way, Biggleswade, Beds, SG18 UB UK - England & Wales or email titles "CHANGE OF DETAILS" at info@justaddwater.co.uk.
- 5.2 As mentioned above you can set your internet browser to refuse cookies or you can ask your internet browser to alert you when a cookie is being set up (see Condition 9).
- 5.3 You have the right under the Data Protection Act to request from us information as to what personal data we are processing about you. Such requests should be made in writing by

post to the Compliance Officer, Just Add Water, 202-228 York Way, Kings Cross, London, N7 9AX, UK - England & Wales and should be accompanied by a £10.00 fee. We will provide you with the relevant information within 40 days of receipt of the fee.

5.4 You have other rights under the Data Protection Act in relation to our processing of your personal data.

6. Maintenance of your personal data

6.1 We are committed to the security of your personal data. All of our employees and sub-contractors with access to your personal data and/or who are associated with the processing of that data are contractually obliged to respect the confidentiality of your personal data.

6.2 We have implemented technology measures and security policies to protect the personal data that we have in our control from unauthorised access, improper use, alteration, unlawful or accidental destruction or accidental loss.

7. General application of our Privacy Policy

7.1 This Privacy Policy only applies to the collection and use of your personal data provided to us and not to personal data you may provide directly to third parties (including but without limitation to our suppliers or any of the manufacturers or providers of the goods advertised on the site). Any third parties will have their own policies in respect of processing personal data you provide to them and/or your personal data that we may disclose to them in accordance with this Privacy Policy.

8. Contact information

8.1 If you have any queries about our processing or use of your personal data you should write, in the first instance to our Compliance Officer, Just Add Water, 202-228 York Way, Kings Cross, London, N7 9AX, UK - England & Wales.

8.2 If you want to learn more about your rights regarding your personal data, you should contact the Information Commissioner's office information line on: (0044) 01625 545745 or visit their website at www.ico.gov.uk.

9. Cookies

9.1 Cookies are a small amount of data sent from the server, which is then stored on your computer's hard disc drive. For more information see <http://www.allaboutcookies.org/> ;

9.2 Information on how to block cookies can normally be found within the help features of your browser. Information can also be found on the main browser websites:

<http://www.apple.com/safari/> (Apple Safari)

<http://www.google.com/chrome> (Google Chrome)

<http://www.microsoft.com> (Internet Explorer)

<http://www.mozilla-europe.org/en/firefox> (Mozilla Firefox)

<http://channels.netscape.com/ns/browsers/default.jsp> (Netscape)

<http://www.opera.com> (Opera)