

PRIVACY POLICY

1. INCORPORATION OF PRIVACY POLICY

- 1.1 *Robert Games, Katie Oliver, Adrian Hocking, AP Services (UK) Limited, AP Trade Marks Limited and AP Patents Limited, trading in partnership as Albright Patents LLP, registered number OC362514, whose registered offices and principal place of business is at Eagle Tower, Montpellier Drive, Cheltenham, GL50 1TA ('Albright') is committed to ensuring that your privacy is protected and Albright is compliant with the Data Protection Act 1998. This privacy policy ('Privacy Policy') explains how Albright uses the information Albright collects about you and the procedures that Albright has in place to safeguard your privacy.*
- 1.2 *By using Albright' website <http://www.albrightpatents.co.uk> ('Website') and or using any services ('Services') set out in the Website, you consent to Albright using the information Albright collects about you. If you do not agree with the terms and conditions set out in this Privacy Policy, do not continue to use the Website*
- 1.3 For the purpose of the Data Protection Act 1998, the data controller is Albright.

2. THE INFORMATION ALBRIGHT COLLECTS AND HOW ALBRIGHT USES IT

- 2.1 When you visit the Website, register on the Website and/or use any of the Services, Albright may collect information including your name, postal address, e-mail address, telephone number, Services obtained and such other relevant information which Albright deems necessary to provide you with the Services. Where necessary, the information collected is transmitted in a secure manner to third parties to assist Albright to provide you with Services requested by you and to maintain the support services of Albright.
- 2.2 Subject to the terms and conditions of this Privacy Policy, Albright protects all personal and financial data from being disclosed to any third parties except when required by law. In addition, Albright may use your information to assist in the prevention of unlawful activities e.g. intellectual property rights infringement, money laundering or activities which threaten Albright's Website or is adverse to your or Albright's interest.
- 2.3 Albright may also use aggregate information and statistics, (but, which will not contain your identifying information) for the purposes of monitoring your usage of the

Website in order to help Albright develop the Website and the Services offered by Albright. Albright may provide such aggregate information to third parties.

- 2.4 Albright may collect information which is based upon your behaviour and navigation on the Website. This information allows Albright to carry out internal research on the users' interest, demographics and behaviour so that Albright can better understand, and in turn provide better information, products and services to you and other clients.
- 2.5 Albright may also wish to provide you with information about special features featured on the Website or any other service or products Albright thinks may be of interest to you.
- 2.6 If you do not wish Albright to send you any information set out in Clauses 2.3 to 2.5 above, please send an e-mail to rgames@albrightpatents.co.uk.
- 2.7 Subject to the other provisions of this Privacy Policy and such other provisions specified on the Website, Albright will not provide your information to other companies or organisations without your consent.

3 . USE OF COOKIES AND OTHER INFORMATION GATHERING TECHNOLOGIES

- 3.1 Albright uses 'cookies' and other technologies to collect information on site to assist Albright in monitoring Albright's web page flow, promotional effectiveness as well as to promote trust and safety.
- 3.2 Certain features on the Website are only available if you enable the cookie. Albright also uses a cookie to assist it to provide information which is relevant to your interest.
- 3.3 You are free to decline Albright's cookies although that may impair certain features on the Website.
- 3.4 You can delete any cookies from your computer - refer to your internet browser's help files.
- 3.5 Albright may also track certain information through the use of JavaScript code and third party web site analytics providers.

4 . PROTECTING YOUR INFORMATION

- 4.1 The internet is not a secure medium. However, Albright has put in place various security procedures and strict policy rules to safeguard and protect your information

from unauthorised and unlawful access and use. These security procedures and policies which are of the highest standards are continuously improved.

4.2 Notwithstanding the above, it should be appreciated that no system is entirely fool-proof and you should be careful when you reveal any confidential information to any third party.

5. DISCLOSURE OF YOUR INFORMATION

5.1 If Albright and/or part of its business is sold or integrated with another business, your details may be disclosed to Albright's advisers and any prospective purchasers and their advisers and will be passed on to the new owners of Albright.

5.2 Albright reserves the right to disclose your data (and you consent to such disclosure) if Albright is under a duty to disclose or share your personal data in order to comply with any legal obligation including where applicable, disclosing your identify for potential intellectual property rights infringement by you and/or defamation actions against you, or in order to enforce or apply Albright's *Terms and Conditions, Terms of Use for the Website and/or this Privacy Policy*, and other agreements; or to protect the rights, property, or safety of Albright, and/or Albright's clients. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

6. UPDATING YOUR DETAILS

If any of the information that you have provided to Albright changes, for example if you change your e-mail address, name or payment details, please contact Albright by sending an e-mail to rgames@albrightpatents.co.uk.

7. OTHER TERMS

7.1 Owing to the global nature of the Internet infrastructure, the information you provide may be transferred in transit to countries outside the European Economic Area that do not have similar protections in place regarding your data and its use as set out in this Privacy Policy. However, Albright has taken the steps outlined above to try to improve the security of your information. By using the Website, you consent to these transfers.

- 7.2 Albright supplies links to other websites. If you click on a link, you are not protected by this Privacy Policy and you are advised to read the privacy policy of the other website as they may differ from this Privacy Policy.
- 7.3 Albright reserves the right to amend this Privacy Policy from time to time as it deems necessary. In such event, Albright will post such changes on the Website.
- 7.4 Albright welcomes your views about the Website and its privacy policy. If you would like to contact Albright with any queries or comments please send an e-mail to rgames@albrightpatents.co.uk.