

# PRIVACY POLICY

All references to 'our', 'us', 'we' or 'company' within this policy and within the opt-in notice are deemed to refer to Armitage Outfitters, its subsidiaries, affiliates, parent companies and any of their respective associated companies and related businesses. We endeavour to protect your personal privacy. We provide this privacy statement to help you understand what we may do with any information that we obtain from you. By providing your personal details to us, you signify your acceptance of our Privacy Statement. If you do not agree with this statement, please do not provide your personal details to us. This privacy statement is incorporated into, and is part of, the Terms and Conditions, which govern your use of the site in general. We will use your information for the purposes set out below and you will have an opportunity to unsubscribe whenever we communicate with you. We may need to update this privacy statement from time to time and therefore recommend that you regularly check this page to ensure that you have read the most recent version.

## 1. COLLECTING PERSONAL INFORMATION:

You can decide what personal information you provide to us. We will only collect personal information that you choose to provide. Where possible, we will enable you to select how we will use this information (for example, by choosing to opt-in or opt-out of receiving marketing communication). You may choose to provide us with personal information if, for example, you: contact us with an enquiry; register on the site, fill out a survey or other form with your personal information included; request us to provide you with information. You have the opportunity to choose not to opt-in receive communications from us at any point where we request information about you. By providing any personal information to us, you fully understand and clearly consent to the transfer of such personal information to, and the collection and processing of such information in, other countries or territories. Any such transfer disclosure and processing by us will be in accordance with this privacy statement. Third parties (including, but not limited to, software providers, advertisers and ad placement agencies) may also use tracking technologies by or through the site. We have no responsibility or liability for any tracking, data collection or other activities of such third parties.

## 2. OUR USE OF COOKIES:

In common with many websites, we use "cookies" to help us gather the following information from our site about you our visitors, which is not personally identifiable, e.g. The IP address from which you access the site, the type of browser and operating system used to access the site, the date and time of your access to the site, the pages you visit and the internet address of the website from which you accessed the site.

A cookie is a small data file that our server sends to your browser when you visit the site. The use of cookies helps us to assist your use of certain aspects of the site. You can delete cookies at any time or you can set your browser to reject or disable cookies. If you disable cookies, some functions on the site may not work correctly. You can obtain information about how to manage cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org). We use information from cookies, for example, to learn about the number of visitors to our site and the type of technology that our visitors use. Cookies help us to monitor what sort of content is popular and to assess visitors browsing habits. When a user revisits the site, we may recognise the user by the cookie and customise the user's experience accordingly. We can use this information to continually improve the content and usability of the site. We may compile and report to third parties (such as advertisers) aggregate statistics about our users in terms of numbers, traffic patterns and related site information. When you visit our site we automatically collect and store certain non-personal information about you, e.g. The IP address from which you access the site, the type of browser and operating system used to access the site, the date and time of your access to the site, the pages you visit and the internet address of the website from which you accessed the site.

## 3. USE OF INFORMATION:

We will use personal and non-personal information collected from you in the following ways:

### INTERNAL MARKETING PURPOSES:

We may use information for internal marketing analysis, for example, to assess trends amongst our consumers or to measure the amount of traffic on our websites. We may also use your personal information in order to communicate with you about our products and services and those of our subsidiaries, affiliates, and parent companies and any of their related businesses and (any of their) respective associated companies and businesses. Some or all of these activities may be sub-contracted to third parties who will agree to be bound by the terms of this privacy policy. However, you will be able to choose whether or not to receive such communications when you first provide your personal information to us. You will have an opportunity to unsubscribe whenever we communicate with you. We may also share non-personal information with others, such as advertisers, in aggregate anonymous form, which means that the information will not contain any personally identifiable information about you.

### TRANSACTIONAL PURPOSES:

We may use your personal information in order to respond to your queries and requests.

### SALE AND TRANSFER:

In the event of a sale, merger, consolidation, change in control, transfer of substantial assets, reorganisation or liquidation, we may transfer, sell, or assign to third parties, information concerning your relationship with us, including without limitation, personally identifiable information that you provide and other information concerning your relationship with us.

### ADMINISTRATION AND DATA MANAGEMENT:

We may disclose and/or transfer your personal information to third parties under confidentiality obligations when the performance of any service in relation to the activities above is sub-contracted (e.g. the administration of a marketing campaign).

### LEGAL PURPOSES:

We may disclose your personal information if permitted by law or required to do so by law or where we believe such action is necessary in order to protect or defend our interests or the interests of our customers or users of our site.

### SECURITY:

We take security seriously and we take precautions to keep your personal information secure. We have put in place appropriate physical, electronic and managerial procedures to safeguard the information we collect. However, due to the open communication nature of the Internet, we cannot guarantee that communications between you and us, or information stored on our servers, will be free from unauthorised access by third parties.

### ACCESS TO YOUR INFORMATION:

At your request, where the law requires us to do so, we will confirm what personal information we hold about you, update your information, remove your information and/or correct any inaccuracies in such personal information if you contact us using the details provided on our website. We will make every effort to respond to your request in a timely manner.

### LINKS:

This site may contain links or references to other Web sites outside of our control. Please be aware that we have no control over these sites and our privacy statement does not apply to these sites. We encourage you to read the privacy statements and terms and conditions of linked or referenced sites you enter.