

## Privacy

London Hearing will always endeavour to comply with the Data Protection Act 1998.

The principles are that:

- Personal data shall be processed fairly and lawfully
- Personal data shall be obtained only for one or more specified and lawful purposes
- Personal data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed
- Personal data shall be accurate and, where necessary, kept up to date
- Personal data processed for any purpose or purposes shall not be kept for longer than is necessary
- Personal data shall be processed in accordance with the rights of data subjects under this Act
- Appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data
- Personal data shall not be transferred to a country or territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data

Your personal data will be held and processed in accordance with the requirements and obligations of the Data Protection Act 1998. London Hearing does not provide information to third parties for marketing purposes.

If you would like to see your records, requests should be made in writing to London Hearing, 150 Harley Street, London, W1G 7LQ.

The following Privacy Policy governs the online information collection practices of London Hearing. Specifically, it outlines the types of information that we gather about you while you are using the [www.londonhearing.co.uk](http://www.londonhearing.co.uk) website (the "Site"), and the ways in which we use this information. This Privacy Policy does not apply to any information you may provide to us or that we may collect

offline and/or through other means (for example, at a live event, via telephone, or through the mail).

Please read this Privacy Policy carefully. By visiting and using the Site, you agree that your use of our Site, and any dispute over privacy, is governed by this Privacy Policy. Because the Web is an evolving medium, we may need to change our Privacy Policy at some point in the future, in which case we'll post the changes to this Privacy Policy on this website and update the Effective Date of the policy to reflect the date of the changes. By continuing to use the Site after we post any such changes, you accept the Privacy Policy as modified.

London Hearing strives to offer its visitors the many advantages of Internet technology and to provide an interactive and personalized experience. We may use Personally Identifiable Information (your name, e-mail address, street address, telephone number) subject to the terms of this privacy policy. We will never sell, barter, or rent your email address to any unauthorized third party unless the business is sold or dissolved to maintain good customer care.

### **How we Gather Information From Users**

How we collect and store information depends on the page you are visiting, the activities in which you elect to participate and the services provided. For example, you may be asked to provide information when you register for access to certain portions of our site or request certain features, such as newsletters or when you make a purchase. You may provide information when you participate in surveys, sweepstakes and contests, message boards and chat rooms, and other interactive areas of our site. When you provide us with your email address, we will send you periodic emails or advertising. We may add your email address to other electronic platforms we use to target our audience and enhance your user experience with our website, products and services. Generally, We will ask you to indicate whether or not you want to receive certain types of

communication from us, and we will adhere to your preferences unless we consider a particular communication to be absolutely necessary. Emails and advertising will contain a link at the bottom to be removed from our list. Like most Web sites, [www.londonhearing.co.uk](http://www.londonhearing.co.uk) also collects information automatically and through the use of electronic tools that may be transparent to our visitors. For example, we may log the name of your Internet Service Provider or use cookie technology and tracking pixels, to recognize you and hold information from your visit or from your visit to a third party site. Among other things, the cookie may store your user name and password, sparing you from having to re-enter that information each time you visit, or may control the number of times you encounter a particular advertisement while visiting our site. As we adopt additional technology, we may also gather information through other means. In certain cases, you can choose not to provide us with information, for example by setting your browser to refuse to accept cookies, but if you do you may be unable to access certain portions of the site or may be asked to re-enter your user name and password, and we may not be able to customize the site's features according to your preferences.

### **How we Protect Your Information**

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

## **Do we use Cookies?**

Yes (Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information. We use cookies to help us remember and process the items in your shopping cart, understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

## **What we do with the Information we Collect?**

Like other Web publishers, we collect information to enhance your visit and deliver more individualized content and advertising. We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we required comply by law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Aggregated Information (information that does not personally identify you) may be used in many ways. For example, we may combine information about your usage patterns with similar information obtained from other users to help

enhance our site and services (e.g., to learn which pages are visited most or what features are most attractive). Aggregated Information may occasionally be shared with our advertisers and business partners. Again, this information does not include any Personally Identifiable Information about you or allow anyone to identify you individually.

We may use Personally Identifiable Information collected on [www.londonhearing.co.uk](http://www.londonhearing.co.uk) to communicate with you about your registration and customization preferences; our Terms of Service and privacy policy; services and products offered by [www.londonhearing.co.uk](http://www.londonhearing.co.uk) and other topics we think you might find of interest.

Personally Identifiable Information collected by [www.londonhearing.co.uk](http://www.londonhearing.co.uk) may also be used for other purposes, including but not limited to site administration, troubleshooting, processing of e-commerce transactions, administration of sweepstakes and contests, and other communications with you. Certain third parties who provide technical support for the operation of our site (our Web hosting service for example) may access such information. We will use your information only as permitted by law. In addition, from time to time as we continue to develop our business, we may sell, buy, merge or partner with other companies or businesses. In such transactions, user information may be among the transferred assets. We may also disclose your information in response to a court order, at other times when we believe we are reasonably required to do so by law, in connection with the collection of amounts you may owe to us, and/or to law enforcement authorities whenever we deem it appropriate or necessary. Please note we may not provide you with notice prior to disclosure in such cases.

### **Affiliated Sites, Linked Sites and Advertisements**

London Hearing expects its partners, advertisers and affiliates to respect the privacy of our users. Be aware, however, that third parties, including our partners, advertisers, affiliates and other content providers accessible through our site, may have their own privacy and data collection policies and practices. For example, during your visit to our site you may link to, or view as part of a frame on [www.londonhearing.co.uk](http://www.londonhearing.co.uk) pages, certain content that is actually created or hosted by a third party. Also, through [www.londonhearing.co.uk](http://www.londonhearing.co.uk) you may be introduced to, or be able to access, information, surveys, Web sites, features, contests or sweepstakes offered by other parties. London Hearing is not responsible for the actions or policies of such third parties. You should check the applicable privacy policies of those third parties when providing information on a feature or page operated by a third party.

While on our site, our advertisers, promotional partners or other third parties may use cookies or other technology to attempt to identify some of your preferences or retrieve information about you. For example, some of our advertising is served by third parties and may include cookies that enable the advertiser to determine whether you have seen a particular advertisement before. Other features available on our site may offer services operated by third parties and may use cookies or other technology to gather information. London Hearing does not control the use of this technology by third parties or the resulting information, and are not responsible for any actions or policies of such third parties.

You should also be aware that if you voluntarily disclose Personally Identifiable Information on message boards or in chat areas, that information can be viewed publicly and can be collected and used by third parties without our knowledge and may result in unsolicited messages from other individuals or third parties. Such activities are beyond the control of London Hearing and this policy.