

Four is committed to safeguarding your privacy online, we have posted this privacy statement to help you understand what information we are collecting and how we will use it. We believe your personal privacy on the Internet is a fundamental right, and we are committed to clear, open and accessible privacy policies.

You should be aware that this policy only applies to Four websites and not to any links that we provide.

We believe that our policy is fair, respectful and protects your privacy online. Your feedback is important to us. Please email any questions, comments or suggestions to webmaster@four.co.uk.

Four's Commitment to User Privacy

Except where Four discloses personal data to third parties as part of the provision of services, Four will not wilfully disclose individually identifiable information about its users to any third party.

Collection and Disclosure of Information

1. Personally Identifiable Information

- a) Four may collect personally identifiable contact information as part of our sales process or during the registration process for some services.
- b) This information includes contact details, such as name, address, and e-mail address. The personally identifiable information we collect may change from time to time, but can only be collected when you voluntarily give it to us.
- c) We may also use your contact information to tell you about news or promotional materials from Four or its strategic partners that we believe may interest you.

2. Demographic Information

- a) Four do collect demographic and profile information, such as interests or occupation, during the registration process and throughout your use of the site and service.
- b) Four uses this information to get a general idea of who is using the site and how they are using it. We may analyse this kind of information to find out what areas or topics are more or less popular with our users, to tailor our clients and prospects so that we can tailor your visit to our site, and introduce new areas which may interest to you.
- c) No personally identifiable information, only aggregate information will be shared with Four's strategic partners.

3. IP Addresses

Four may also track your domain name or IP address to assist our efforts to gather and track the information described above.

4. Cookies

a) Four may utilise "cookie" technology to make your use of the site more convenient and to assist our efforts to gather and track the information described above.

b) A cookie is a small amount of data that is sent to your browser from the Four site and stored on your computer's hard drive. This data is used, among other things, to help us improve our site. It enables us to know who you are when you return to our site, allowing us to store and access your account preferences and customise your web space.

c) If you do not wish to have cookies placed on your computer, you can disable cookies through your Internet browser. If you want to know how to do this, please look at the Help Menu on your browser. Disabling cookies may prevent you from accessing some features of our site and service.

d) We recommend you permit the use of cookies. This is because the cookie is stored on your computer. In other words, the data, which we, and other sites, gather about you, remains your property, under your control.

5. Other Web Sites Not Covered

a) The Four website contains links to other sites.

b) Four does not control, and is not responsible for the privacy practices or the content of these other websites.

6. Opt-In and Opt-Out

a) Once our account and services systems are in place users will be able to opt-in or opt-out by adjusting their account preferences.

b) Every promotional email sent out by Four will contain instructions on removing that email address from lists for further mailings.

7. The European Union Privacy Directive

The European Union (EU) encourages the free movement of goods, people, services and capital throughout the Union. It recognises that facilitating this requires the free flow of data from one Member State to another, but also that "fundamental rights of individuals should be recognised". In October 1998 the EU adopted the Directive on Data Protection, which sets forth strict rules for companies which handle personal data about EU citizens.

The Directive instructs Member States to pass laws that specifically include the following terms:

- Companies must notify both employees and consumers about how information collected about them will be used;
- Companies can only use data for its intended purpose;
- Companies cannot transfer data on employees and consumers to countries with inadequate privacy protection laws;
- Consumers will have a right to access data collected about them;
- Consumers will have a right to have inaccurate data rectified;
- Consumers will have a right to know the origin of data about them (if this information is available);
- Consumers will have a right of recourse in the event of unlawful processing of data about them;
- Consumers will have a right to withhold permission to use their data (e.g. the right to opt-out of direct marketing campaigns for free without providing a reason);
- Companies need explicit permission of consumers to process sensitive information, including information on racial origin, political or religious beliefs, trade union membership, medical data, and sexual life.

Fundamentally this means companies must ask customers if they can collect personal data; disclose how any information will be collected and used; and provide customers with free access to data about themselves.

If you wish to access any personal information you feel we may have about you, email us at: webmaster@four.co.uk.

8. The Data Protection Act 1998

According to the Government Data Protection web site:

'Processing' is broadly defined and takes place when any operation or set of operations is carried out on personal data. The Data Protection Act 1998 requires that personal data be processed "fairly and lawfully". Personal data will not be considered to be processed fairly unless certain conditions are met. A data subject must be told the identity of the data controller and why that information is to be processed.

Processing may only be carried out where one of the following conditions has been met:

- the individual has given his or her consent to the processing;
- the processing is necessary for the performance of a contract with the individual;
- the processing is required under a legal obligation;
- the processing is necessary to protect the vital interests of the individual;
- the processing is necessary to carry out public functions;
- the processing is necessary in order to pursue the legitimate interests of the data controller or third parties (unless it could prejudice the interests of the individual).

9. Consent

By using four.co.uk and providing personal information, you consent to the collection and use of this information. If we change our privacy and legal notice, we will post those changes on this page.

10. Contacting the Web Site

If you have any questions about this policy, the practices of the Four and your dealings with this website, please email webmater@four.co.uk

We consider good privacy practices to be important. If you believe this policy or our practices can be improved, please email webmaster@four.co.uk