

## PRIVACY POLICY

Your Back Up Limited ("We") are committed to protecting and respecting your privacy. We are registered under, and abide by, the provisions of the Data Protection Act 1998.

This privacy policy (together with our Conditions and our Security Statement) sets out the basis on which any personal data we collect from you, or that you provide to us, via the yourbackupuk.com website (the "Website") is processed by us. We wish to demonstrate to you our commitment to your privacy. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

We have agreed to notify you of:

1. What personally identifiable data belonging to you or a third party is collected from you through the Website;
2. The organisations collecting the data via the Website;
3. How the information is used (including the use of cookies);
4. With whom the information may be shared;
5. What choices are available to you regarding collection, use and distribution of the data;
6. The kind of security procedures that are in place to protect the loss, misuse or alteration of data under our control; and
7. How you can correct any inaccuracies in the information.

We reserve the right to make any changes we consider necessary to this privacy policy. Should we make any material change to our privacy policy, or if we intend to use personally identifiable data in a new manner, we will notify you by email. You will then have an option to remove your details from our mailing lists so as to not receive any non-essential mailings and/or stop using our service. Further, once you have stopped using our service you will not be contacted, nor will your information be used in this new manner. For further details see the "Opt-Out" section below.

As part of our service, we collect and process two different types of data from you which contain personal information. These are:

1. Data provided by you when you register with us and use our service ("User Contact Information"); and
2. Data about other individuals contained in the data files submitted to us by you that we store on our servers and process on your behalf ("Data Files").

We undertake not to sell or rent any User Contact Information or Data Files to a third party. We will only disclose any User Contact Information or Data Files when required to do so to comply with legal obligation. We only hold your data for the sole purpose of providing the service offered to you.

To use the service we require you to fill in a registration form, which requests both contact information such as your name, postal and email addresses, and financial information like credit card or bank details. You may update or modify the information held on our database at any time. For details of how to do so, please refer to the "Update User Contact Information" section below.

Please note that we do not directly hold your financial information. This data is controlled by ProtX and any modification of your financial details will need to be carried out via ProtX ([www.protx.com](http://www.protx.com)).

### User Contact Information

We will enter the User Contact Information into our database. We use this data to provide you with promotional material regarding our company and details of other services we provide. You may optionally request not to receive these mailings from us (see "Opt-Out" section below). We also use this data to enable us to contact you for billing purposes, technical support and to inform you of the current status of your Data Files and any back-ups undertaken.

Aside from contact with you for billing and account management purposes there may be other occasions when it is necessary for us to contact you. This, for example, may include contacting you to inform you that:

1. We suspect you may have infringed our terms and conditions and to provide you with sufficient details of that potential breach so that you might take remedial action;
2. Your account may be closed and your data removed from our servers due to non-payment of our fees; and
3. A competent authority has made a legal representation to us in relation to your Data Files.. In such circumstances, we may be required to disclose your Data Files and/or User Contact Information to a third party in an effort to comply fully with the law.

Occasionally, we may aggregate demographic and profile data obtained from your User Contact Information with similar information obtained from other users. We use this information to determine usage patterns so that we may understand and further continue efforts to improve our service. To this end, we may carry out market research by sending you a questionnaire. We will remove any personally identifiable data from the questionnaire data. .

### **Financial information**

All financial information is collected and transmitted using secure SSL encryption. We use Protx card services for credit card authorization and all related financial transactions. Protx may not use your personally identifiable data for any non-essential purposes. Protx's collection of credit information is handled on their website though it is co-branded to look and feel like our site. Go to [www.Protx.com](http://www.Protx.com) for more details.

### **Data Files**

All Data Files deposited on our servers are transferred and stored in an encrypted format. You may only login to the servers using a unique combination of your user name and password that provides access to a randomly generated encryption key.

In this way, only somebody who has access to the encryption key or password in order to login to the server will be able to view the Data Files. Our employees do not have access to any passwords, which in any event are stored in an encrypted format. We will only make available access to your password if required to do so under a legal obligation to do so.

### **IP Addresses and Log Files**

We use your Internet Protocol ("IP") address this is your computer's unique identifier - to help with administrative and diagnostic problems that may occur with our own servers and the Website. It is also used to keep track of the secure connections to the Website and for the gathering of broad demographic information.

In common with many other websites, we use log files like browser type, ISP (Internet Service Provider), referring/exit pages, platform type, date/time stamp, and #of clicks to analyse trends, administer the Website, track a user's movement in the aggregate, and gather broad demographic information. We assure you that IP addresses are not linked to personally identifiable data.

### **Security**

We have security measures in place to protect the loss, misuse and alteration of the data under our control. Use of the proprietary software ensures that all Data Files transferred to us is encrypted. Our employees do not have access to Data Files and they are further bound by a stringent security policy and a confidentiality agreement. The only data that is made available to employees is restricted to User Contact Information. We aim to perform a monthly review of web security.

### **Opt-Out**

You may opt-out of receiving any "non-essential" mailings from us or request the removal of User Contact Information from our database by:

1. Sending an e-mail to: [customer@yourbackupuk.com](mailto:customer@yourbackupuk.com);
2. Writing a letter to: Your Back Up Limited, 35 Topsfield Parade, Tottenham Lane, London, N8 8PT; or
3. Calling us on +44 (0) 20 8342 5010.

## Update User Contact Information

You may update or modify the your User Contact Information at any time by:

1. Sending an e-mail to: [customer@yourbackupuk.com](mailto:customer@yourbackupuk.com)
2. Writing a letter to: Your Back Up Limited, 35 Topsfield Parade, Tottenham Lane, London, N8 8PT
3. Calling us on+44 (0) 20 8342 5010
4. Accessing website, <http://www.yourbackupuk.com/login>

## Disclosures

We will only disclose User Contact Information to a third party as follows:

1. where we are required to do so by law or where we believe in good faith that such disclosure is necessary to:
  - comply with the law;
  - comply with any legal process served on us or the site;
  - protect and defend our rights and property and that of any of our users or of any of our service partners who assist in providing any of the services associated with the site;
  - protect the personal safety of any of our users or the general public.
2. to facilitate the assistance given by any of our service partners who provide any of the services associated with the Website, where we consider the provision of such services to be primary to the operation of the site. Our service partners will not be able to use your personally identifiable information for any non-essential services.
3. to a successor in title to our business (or our assets). However, we will use our reasonable endeavours to provide you with notice of this .

## Your consent

Given that the Internet is a global environment, using the Internet to collect and process personal data necessarily involves the transmission of data on an international basis. We may transfer and store your User Contact Information and Data Files to a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or our suppliers.

By submitting your User Contact Information, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and accordance with this privacy policy.

This privacy policy is effective from 1 October 2007.