

Smiths News PLC – Group Privacy Notice

Smiths News PLC is committed to protecting and respecting the privacy of individuals.

This Privacy Notice explains how companies within the Smiths News PLC Group use the personal information that we collect about you.

The Smiths News PLC Group includes (inter alia):

- Smiths News PLC
- Smiths News Trading Limited
- Bertram Trading Limited
- Dawson Books Limited
- Dawson Media Direct Limited
- Dawson Marketing Services Limited and Marketlink Marketing Communications Limited

together with any other trading subsidiaries of the same, whether incorporated in the United Kingdom or internationally.

This policy (and any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following material carefully to understand our views and practices regarding your personal data and how we will treat it.

Topics:

1. What information do we collect?
2. Reasons for collecting personal information
3. Use of your information
4. Sharing your information
5. Recording calls
6. Use of Electronic Cookies
7. Where we store your personal data
8. Changes to our privacy notice
9. How to contact us

1. What information do we collect?

We may collect and process personal information about you when you:

- a) register your details for the purpose of entering into a contractual relationship with a company within the Smiths News PLC Group (“**Business Purposes**”);
- b) register your details on any of the Smiths News PLC Group websites;
- c) submit your details as part of an online enquiry; or
- d) contact us by telephone or email for any other reason.

2. Reasons for collecting personal information

The type of information that we collect is limited to that which is necessary.

Enquiries

For online or telephone enquiries, we will generally require basic information such as your name and contact details (telephone number and/or email address) in order to be able to deal with your enquiry.

Telephone calls made to certain telephone numbers within Smiths News are recorded for training and quality purposes. More information on recorded calls is set out under section 5 (Recording calls) below.

[Website Registration](#)

To register online to receive, for example, email alerts or access to certain documentation, we will require certain basic information from you together with confirmation of the alerts or documentation that you wish to receive.

[Business Purposes](#)

When you enter into a business relationship with a company within the Smiths News PLC Group, the information that we will require will be of a more detailed nature and may include your home and business addresses, and nationality. We will need this information to ensure that we provide the requested services to you and for general administrative purposes (e.g. managing your account and obtaining credit checks where appropriate).

Any contractual relationship we have with you will be governed either by specific business terms and conditions standard to a member of the Smiths News Group or elsewhere governed within bespoke contractual documentation agreed with our customers. To the extent the former is applicable to you, you can view our standard business terms and conditions for further information on the ways in which we will use personal data provided to us for Business Purposes. Please see:

- i) Smiths News' Terms and Conditions - [Click Here](#)
- ii) Bertrams' Terms and Conditions - [Click Here](#)

3. Use of your information

For enquiries and website registration, your personal data will only be used to create a record of your enquiry or registration. We will keep this information for no longer than is necessary.

If you have registered with us for Business Purposes, we may use your information to contact you about other products and services that the Smiths News PLC Group companies offer and that we consider may be of use to you.

Additionally, and (unless otherwise agreed) only in the case where our contractual relationship with you is governed by our standard business terms and conditions (see above), we may also pass your contact details to carefully selected third parties who may contact you about their products and services that may be of interest to you.

To the extent applicable, our business terms and conditions provide further guidance on how we use data obtained as a result of your business relationship with us.

We will only use your information for the purposes stated above, unless we are required by law to disclose your personal information for any other purpose.

4. Sharing your information (Business Purposes only)

As set out above, information obtained for Business Purposes may be shared within the Smiths News PLC Group and, where applicable pursuant to our standard business terms and conditions, with carefully selected third parties.

Should you wish for other Smiths News PLC Group members and/or our carefully selected third parties **not** to contact you, you may inform us of this by writing to the Data Protection Officer at the following address:

**Smiths News PLC
Wakefield House
Pipers Way
Swindon
Wiltshire
SN3 1RF**

5. Recording calls

Smiths News PLC Group companies may record calls for training and quality purposes. Where your call is to be recorded, you will be informed of this at the beginning of the call. We will not use the information that we collect from you for any purposes other than for training and monitoring the quality of the information that we provide you over the telephone.

Call recordings are stored securely and access to such recordings is limited to certain personnel only. Recorded calls will be saved for no longer than is necessary.

6. Use of Electronic Cookies

[What are cookies?](#)

A cookie is a small text file on your computer, created by a website to store information about your visit, such as your preferences. Once a cookie is saved on your computer, only the website that created the cookie can read it. Most major websites use cookies.

Our websites may use both session cookies and persistent cookies. Once you close your browser, session cookies simply terminate. Persistent cookies are stored on your hard disk, but can be removed by deleting them in your web browser.

[Why do we use cookies?](#)

Cookies allow our websites to function fully in order to deliver our services to you. They may also help us to improve our website and to deliver a better and more personalised service to you.

Information gathered by cookies will, nevertheless, only be used in accordance with the terms of this privacy notice.

[How can you reject cookies?](#)

Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our sites.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting, certain sections within our websites will not be able to function as expected.

Please note that any advertisers on our website may also use cookies on their websites, over which we have no control.

More information about what cookies are, why they are used, and also how you can reject and delete them, is usually found in your browser's help section. This is normally accessed by pressing the F1 key.

7. Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers.

By submitting your personal data, you agree to this transfer, storing or processing.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have

received your information, we will use strict procedures and security features to try to prevent unauthorised access.

8. Changes to our privacy notice

We keep our privacy policy under regular review; any changes to our privacy notice will be placed on this website. This privacy policy was last updated on 23 August 2011.

9. How to contact us

Should you have any questions, comments or requests about the information that we collect from you or the way in which we will use such information, or indeed wish to make a complaint, please contact the Data Protection Officer by telephone on 0845 123 0000 or by writing to:

**Smiths News PLC
Wakefield House
Pipers Way
Swindon
Wiltshire
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