



Ether Books Ltd. Privacy Policy

Ether Books Ltd. takes the privacy of its users seriously. We are committed to safeguarding the privacy of our users while providing a personalised and rewarding service. This Privacy Policy statement explains the data processing practices of **Ether Books Ltd.** If you have any requests concerning your personal information or any queries with regard to these practices please contact us at info@etherbooks.co.uk.

Our sites contain links to third party sites, "Our Authors" and "Our Friends", which are not subject to this privacy policy. We recommend that you read the privacy policy of any such sites that you visit.

Information Collected

Personal information is collected by **Ether Books Ltd.** in accordance with the Data Protection Act 1998.

We collect personally identifiable information about you (your "Data") through:

- The use of enquiry forms on the **Ether Books Ltd.** website – www.etherbooks.co.uk and its associated pages.
- When you download the **Ether Books Ltd.** iPhone App – the "**Ether**" App. – and choose to enter your mobile and/or email address.
- Send emails to our info@etherbooks.co.uk email address.

The elements of your Data that we collect may include:

- Name
- Job Title
- Company name
- Company address, phone and fax number
- Home address and phone number
- Mobile telephone number
- E-mail address
- Bio about yourself, including DOB, in connection with your writing or interest in books and publishing.
- Market research data such as stories downloaded to your smart phone.



Use and Disclosure of Personal Information

We use your Data for purposes which may include:

- providing you, our users, with a personalised service
- processing enquiries
- conducting market research surveys
- running competitions, prize draws and promotions
- providing you with information about products and services we offer (if you agree to receive such information)

We also use information in aggregate form (so that no individual user is identified by name):

- to build up marketing profiles
- to aid strategic development
- to manage our relationship with advertisers
- to audit usage of the site.

Use of Cookies and Other Tracking Devices

Ether Books Ltd. does not currently use cookies to help personalise your use of our sites.

A cookie is a small piece of information which is sent to your computer's hard drive by the web server so that the website can remember who you are.

However we are looking to use web analytics services provided by Google which uses cookies to help us to analyse how users use our sites. The information generated by the cookie about your use of our sites (including your IP address) will be transmitted to and stored on servers in the United States and/or United Kingdom. They will use this information for the purpose of evaluating your use of our sites, compiling reports on website activity for us and providing other services relating to website activity and internet usage. They may also transfer this information to third parties where required to do so by law, or where such third parties process the information on their behalf. You may refuse the use of cookies by selecting the appropriate settings on your browser.



Security Policy

Ether Books Ltd. has appropriate measures in place to ensure that our users' Data is protected against unauthorised access or use, alteration, unlawful or accidental loss.

Transfer of Data

Using the Internet to collect and process personal data necessarily involves the transmission of data on an international basis. Therefore, by browsing the **Ether Books** sites and communicating electronically with us you acknowledge and agree to our processing of personal data in this way.

If you wish to amend any of the Data which we hold about you, or update your marketing preferences, please contact info@ethebooks.co.uk or visit the "**Contact Us**" section of our website and select the "Data Protection" option.

Children Under 14

We do not intentionally collect any information on children under 14 years of age. We will undertake to delete any details of such users where a parent or guardian has notified us that any such details have been obtained.

Changes to this Policy

This policy is effective from 22nd October 2010. From time to time we may make changes to this privacy policy statement to reflect any changes to our privacy practices in accordance with changes to legislation, best practice or website enhancements.