

THE IDEAS COMPANY INC. LTD PRIVACY POLICY

We are committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to on 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. This policy is incorporated into and forms part of our terms of use.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By downloading the Ideas Britain app ("**App**") or visiting the Ideas Britain (www.ideasbritain.com) or The Ideas Co (www.theideas.co) websites or submitting your personal information to any of our online social media pages/sites (together the "**Site**") you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (the "**Act**"), the data controller is The Ideas Company Inc Ltd, RIFT House, 200 Eureka Park, Upper Pemberton, Kennington, Ashford, Kent, TN25 4AZ, United Kingdom.

1. YOUR CONSENT

By using our Site you consent to our collection and use of your Information as described in this Privacy & Cookie Policy.

2. INFORMATION WE MAY COLLECT FROM YOU

When you visit our Sites and/or use our App, we may collect and process the following data about you (the "**Information**") which may be provided in a number of ways:

- **Information you give us.** You may give us information about you by filling in forms on our Site or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our Site or App, subscribe to our service, search for or submit any content to the Site or App, enter a competition, promotion or survey, and when you report a problem with our Site or App.
- **Information we collect about you.** With regard to each of your visits to our Site or the App we may automatically collect the following information:
 - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, and the geographical location of your computer (this is statistical data about browsing actions and patterns and does not identify you as an individual);
 - information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

If you log into the Site or App using Facebook, we will also collect any Information you have made visible to "Everyone" on Facebook as well as the information Facebook designates as your publicly available information. This may include your name, profile picture, gender, current city, networks, friend list, and pages you are a fan of. The Site and App may ask you to allow access to additional information, including information about your friends. Even if you have not allowed access, the Site and/or App may collect Information about you when friends on Facebook allow access to and use the Site and/or App, subject to your Facebook settings.

- **Information we receive from other sources.** We may receive information about you if you use any of the other websites we operate or the other services we provide. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.

3. COOKIES

Our site uses cookies to distinguish you from other users of our site. This helps us to provide you with a good experience when you browse our site and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them, see our Cookie Policy.

4. USES MADE OF THE INFORMATION

We use Information held about you in accordance with the Act (where applicable), in the following ways:

- **Information you give to us.** We will use this Information:
 - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information and services that you request from us;
 - to provide you with information about other content and services we offer that are similar to those that you have already purchased or enquired about;
 - to provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you;
 - to allow you to participate in any interactive features of the Site or the App when you choose to do so;
 - to notify you about changes to our service;
 - to enable entries to our awards and to register you for events, courses and training;
 - to conduct promotions, competitions and prize draws;
 - to ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this Information:
 - to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
 - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
 - to allow you to participate in interactive features of our service, when you choose to do so;
 - as part of our efforts to keep our site safe and secure;
 - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
 - to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.
- **Information we receive from other sources.** We may combine this Information with Information you give to us and information we collect about you. We may use this Information and the combined Information for the purposes set out above (depending on the types of information we receive).

MARKETING USE

In addition to the above uses, from time to time, and where you have given your permission to do so, we or our partners may wish to contact you with information relating promotions, offers and other information about our services, or the products and services of our partners including our sponsors.

If you decide you do not want to receive those marketing communications, you can unsubscribe using the following methods:

- On our websites at: www.ideasbritain.com or www.theideas.co
- By writing to the Data Controller at our address above; or

- On each marketing communication there will also be an opportunity for you to unsubscribe.

5. DISCLOSURE OF YOUR INFORMATION

We may share your Information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may share your Information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others.
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.

We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example we may inform them that 500 people in a certain area have clicked on their advertisement on any given day).

We may disclose your Information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If we or substantially all of our assets are acquired by a third party, in which case personal data held by it about our users will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of supply and other agreements; or to protect our rights, property, or safety or those of our customers, or others.
- Where we have obtained your prior consent.

Please note that by posting any Information in any publicly accessible area of the Site or App such as in comments, such Information may be viewed and collected by third parties over which we have no control. We are not responsible for the use of Information by such third parties. Please therefore exercise all due care and consideration before disclosing any Information that will be accessible on public areas. We strongly recommend that you keep your username anonymous and that you avoid disclosing Information that may be used to identify you.

6. 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. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. 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.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

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.

7. YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by

checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at hello@theideas.co.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

8. CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our privacy policy.

THE IDEAS COMPANY INC. LTD COOKIE POLICY

This Cookie Policy is incorporated into and forms part of our terms of use.

Our Site and App uses cookies to distinguish you from other users of our Site and App. This helps us to provide you with a good experience when you browse our Site and App and also allows us to improve our Site and App. By continuing to browse the Site and/or use the App, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. For further details on cookies, please visit www.allaboutcookies.org where you can find comprehensive information on cookie restriction and blocking for a wide variety of browsers.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our Site and App. They include, for example, cookies that enable you to log into secure areas of our site.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our Site and App when they are using it. This helps us to improve the way our Site and App work, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our Site and App. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region). These cookies also allow you to share content using the social buttons on the Site and App.
- **Targeting cookies.** These cookies record your visit to our Site and App, the pages you have visited and the links you have followed. We will use this information to make our site and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Please note that our advertisers may also use cookies, over which we have no control.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Type	Purpose	More information
Google Analytics	To store information such as the time you visit the Site, whether you have visited before and the website that you visited prior to visiting our Site.	For further information about Google Analytics please see http://www.google.com/intl/en/analytics/privacyoverview.html .
Social Media	These cookies are set by Social Media platforms such as Facebook, Twitter and YouTube. We also use addthis to add social buttons to our site	For more information about the cookie policies of the social media services we use, please see: <ul style="list-style-type: none">• Facebook: http://www.facebook.com/help/cookies• YouTube: http://www.google.co.uk/intl/en/policies/privacy/• Twitter: http://twitter.com/privacy For information about addthis please see: http://www.addthis.com/privacy/privacypolicy#.UVLjqVtHCGk

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our Site and App.