

erudio limited knows how much you care about the way your personal information is used. We are committed to protecting the integrity and confidentiality of your information and appreciate the trust you place in us. We have drawn up this privacy policy to inform you how we collect and use your information in a careful, sensible manner in compliance with the Data Protection Act 1998. By visiting the erudio website, you are consenting to the procedures outlined in this statement.

Who Controls The Personal Information Collected?

All personal information collected is in the control of erudio limited, Gladstone House, 26 Bromborough Road, Wirral, Merseyside, CH63 7RF

How Do We Collect Your Personal Information?

The information we gain from you is essential in helping us continually improve the shopping experience of erudio limited. There are 3 types of customer information we collect:

- When you visit the site, we use cookies to collect Website usage information and information about your computer and internet connection, including your computer's IP address, the type and version of browser and operating system you use, your internet domain and, if you arrived at erudio.co.uk via a link from another Website, the referring URL.
- We will request you enter personal information when you are subscribing to our special email offers or placing an order:
 - When you subscribe to erudio limited special email offers, we will request your name and email address.
 - When you place an order from erudio limited, we will request all the personal information required to complete the sale and deliver the item(s) purchased. This information will include: name, address, email address, telephone number, credit card details and shipping information. You will be given the option to receive email specials and erudio's newsletter, targeted mailings and Selected 3rd Party email offers.
- We will receive confirmation of you opening erudio limited HTML special offer emails by the use of special image tracking. This information is used as an indication of the popularity of the offer. You can unsubscribe from receiving email offers at any time.

What Is Your Personal Information Used For?

We use your personal information for five primary purposes:

- To alert you to product upgrades, special offers, updated information and other new services from erudio limited.
- To support the order process through order confirmation and product despatch notification.
- To make the erudio.co.uk website easier for you to use by enabling you to log-in and access your secure personal details.
- To help you personalise your website experience on erudio.co.uk.
- To help us create and deliver website content most relevant to you.

We also use the information for internal analysis to:

- Identify areas of the Website in need of improvement.
- Build customer profiles to improve the relevancy of the Website.

You can adjust the personal information that is stored by erudio limited by editing your account details online.

Do We Share Your Information?

erudio limited will not share personal information with third parties without your permission, other than for the limited exceptions listed below.

erudio limited will only disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on erudio limited; (b) protect and defend the rights or property of erudio limited, and, (c) act in urgent circumstances to protect the personal safety of the users of erudio limited, or the public.

erudio limited will not share personal information with third parties without your permission, other than for the limited exceptions listed above. Occasionally, we will send email offers in association with other businesses to specially selected customers of erudio limited. In these instances, we do not share any details with the associated business.

How Do We Use Cookies?

We place a cookie, which is a small text file, on to your computer's hard drive through your web browser. This file enables us to enhance your future visits to the site through personalised greetings, the showing of relevant content and the storage of previously found items of interest. All we can do to the cookie is write data to it. We can't make anything run on your PC.

It is also a tool we can use to aggregate usage statistics about the site. This information enables us to recognise popular site features and further develop new ones, adding to the overall shopping experience of the site. We never share any of this information outside the company.

If you choose to delete erudio limited cookies or do not have your browser set to accept cookies from erudio limited, you will still be able to view the site, however you will not experience a personalised visit nor will you be able to benefit from other personalised site offerings.

How Can You Gain Access To Your Personal Information?

We will provide you with the means to ensure that your personal information is correct and current. You may review and update this information at any time by writing to us. You can:

- Tell us whether you want erudio limited to send you marketing information.
- Subscribe or cancel subscriptions to special service and product offers.

You can write to us at any time to obtain details of the personal information we may hold about you.

Please write to: Data Protection Manager, **erudio limited**, Gladstone House, 26 Bromborough Road, Wirral, CH63 7RF

Please quote your name and address together with your Customer ID. We would be grateful if you could also provide brief details of the information required, as this will help us to accurately deliver your data requirements.

For the protection of all our customers, we will take all reasonable steps to confirm your identity before providing you with details of any personal information we may hold about you. We will respond to such requests within 20 working days.

How Secure Is Your Personal Information?

erudio limited recognises that you are increasingly concerned about the protection of personal information from misuse and abuse, and about privacy in general. We constantly review and enhance our technical, physical and managerial procedures in connection with the collection, storage and disclosure personal data in order to protect it from unauthorised access, accidental loss and/or destruction. We use industry standard 128 bit secure sockets layer (SSL) technology to encrypt sensitive information such as your credit card and other financial information. It is important to remember to protect yourself against unauthorised access to your password if you use a shared PC. Make sure you sign off or close your browser when you have finished using it.

Do We Transfer Personal Data Overseas?

The Internet is a global environment. Using the Internet to collect and process personal data involves the transmission of data on an international basis. By browsing erudio.co.uk and communicating electronically with us, you acknowledge and agree to our processing your personal data in this way.

Do We Monitor and/or Record Your Communications?

Monitoring or recording of your calls, e-mails, and other communications may take place in accordance with UK law, and in particular for business purposes, such as for quality control and training, and in order to prevent or detect crime.

Please visit the following Websites for further information:

www.dataprotection.gov.uk

www.dti.gov.uk

What Happens If We Change This Statement?

erudio limited will occasionally update this privacy statement. When we do, we will also revise the "last updated" date at the bottom of the privacy statement. For material changes to this statement, erudio limited will notify you by placing a notice on the site's home page for at least 7 days.

Contact Information

You can e-mail erudio at office@erudio.co.uk

erudio limited, Gladstone House, 26 Bromborough Road, Wirral, CH63 7RF

Telephone: 0845 456 1983 **International:** +44 151 644 0200

Mobile (using free minutes) 0151 644 0200

Fax number: 0845 456 1984 **International:** +44 151 213 0373

VAT Registration Number: GB 834 6324 29

erudio limited is registered in England – number 5035344

LAST Updated: 18-June-08