

Campaign for Wool Privacy Policy

This Privacy Policy forms part of the Terms and Conditions http://campaignforwool.org/index.php?option=com_content&view=article&id=12&Itemid=10 and relates to the Campaign for Wool website available at www.campaignforwool.org (the “**Website**”). It describes how Campaign for Wool (“**CfW**”, “**we**”, “**us**” or “**our**”) collects, protects and uses the personal information received from the Website. The data controller for the Website is Campaign for Wool Limited who can be contacted at The Campaign for Wool Limited, The Sheep Centre, Malvern, Worcestershire, WR13 6PH.

If you have any requests concerning your personal information or any queries as to how we use your personal information please contact us at info@campaignforwool.org

1. Information we collect

- 1.1 We collect personal information from visitors to the Website through the use of on-line forms, when you send us a message using the ‘Contact Us’ page on the Website, when you register to create an account in order to bid in the CfW auction available on the Website (the “**Auction**”) and every time you e-mail us your details or enquiries, for example. We will also collect some information automatically about your visit to the Website.
- 1.2 We collect several kinds of information, depending on the part of the Website being visited. For example, we will ask you for personal information such as your name and email address so that you can contact us through the Website.
- 1.3 If you wish to bid in the Auction you must register on the Website and create an account. In order to create an account we may ask for your name, a username, email address, the company that you work for, your postal address, postcode, fax number, daytime and/or mobile phone number. We will also keep a record of the bids you have made in the Auction.
- 1.4 You may visit the Website without registering or creating an account. If you choose not to create an account you may not be able to use the Website to its fullest extent. For example, you will be unable to bid in the Auction.

2. Use of personal information

- 2.1 We use the personal information collected via the Website for the purposes of:

- 2.1.1 providing, improving and personalising our services and the Website;
 - 2.1.2 dealing with your inquiries and requests;
 - 2.1.3 providing the Auction including administering your account, processing your bids, letting you know by email if you have been outbid during the Auction and delivering the product(s) you purchase through the Auction;
 - 2.1.4 generating anonymous reports about the use of the Website; and
- 2.2 If you register and create an account on the Website in order to bid in the Auction we may use the personal information we collect from you to send you information about our [products,] services[, special offers] and events by email if you give us permission to do so. You may choose not to receive information about our products and services when you register on the Website. If you choose to receive marketing communications when we collect your personal information you can request that we stop sending you communications at any time by sending us an email at info@campaignforwool.org or by clicking on the 'unsubscribe' link in any email we send. When you register or create an account on the Website you may also choose for us to pass your personal details to third parties that we think may be of interest to you in order that they can send you information about their products and services.
- 2.3 We may also use and disclose information in aggregate (so that no individuals are identified) for analytics, marketing and strategic development purposes.
- 2.4 We will retain the personal information we collect from the Website in accordance with our data retention policy.

3. Use of cookies

- 3.1 A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser. You can find out more about the use of cookies on <http://www.allaboutcookies.org/>.
- 3.2 We use our own cookies to identify you when you visit the Website and to keep track of your browsing patterns, to build up a demographic profile and to understand who has seen which of the pages on the Website in order to determine the most popular areas of the Website so that we can improve and develop it. Our use of cookies also allows registered users to be presented with a personalised version of the Website and to access to information about their account.

3.3 Most browsers allow you to turn off cookies or to receive a warning before a cookie is stored on your hard drive. Please refer to your browser instructions or help screen to learn more about how to do this. However, should you decide to disable any cookies we place on your computer you may not be able to use certain services or facilities on the Website. Switching off cookies will restrict your use of the Website.

4. Disclosure of your personal information

4.1 CfW is a limited company formed by a coalition of organisations in the wool industry (the “**Coalition Organisations**”) which are working together to raise awareness of wool. A list of the Coalition Organisations is available here http://www.campaignforwool.org/index.php?option=com_contact&view=contact&id=1&Itemid=20. Except as set out below, the personal data you provide through the Website will not be disclosed to the Coalition Organisations.

4.2 We will only disclose personal information we collect from you from the Website to:

4.2.1 service providers contracted by us to despatch and deliver the product(s) you have purchased in the Auction;

4.2.2 service providers or Coalition Organisations engaged by us to deliver events or services in which you are involved;

4.2.3 third parties or Coalition Organisations to provide a service that you have requested;

4.2.4 comply with a legal requirement or request from a competent court, government body, regulator, law enforcement agency or other authority;

4.2.5 successors in title to our business;

4.2.6 suppliers we engage to process data on our behalf; or

4.2.7 if we believe there has been a violation of the Terms and Conditions, of our rights or of the rights of any third party.

5. Other websites

The Website may contain links to other websites which are outside our control and are not covered by this Privacy Policy. If you access other websites using the links provided, the operators of these websites may collect personal information from you

which will be used by them in accordance with their privacy policy, which may differ from ours.

6. Access to your personal information

You have a right to access the personal information we hold about you. To obtain a copy of the personal information we hold about you, please write to us at info@campaignforwool.com

7. Security

We endeavour to take all reasonable steps to protect your personal information. All the personal information we collect is stored securely on our servers and sensitive personal information is sent and received using high level encryption.

8. Internet-based transfers

Given that the Internet is a global environment, using the Internet to collect and process personal information necessarily involves the transmission of data on an international basis. Therefore, by browsing the Website and communicating electronically with us, you acknowledge our processing of personal information in this way. However, we will endeavour to protect all personal information collected through the Website in accordance with strict data protection standards.

9. Changes to this Privacy Policy

From time to time we may update this Privacy Policy. When we do we will publish the changes on the Website. If you do not agree to these changes, please do not continue to use the Website. If material changes are made to this Privacy Policy, we will notify you by e-mail or by placing a prominent notice on the Website.