

Alexanders Finance (UK) Ltd Web Site Policy

Alexanders Finance (UK) Ltd is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Statement of Privacy applies to the Alexanders Finance (UK) Ltd Web site and governs data collection and usage. By using the Alexanders Finance (UK) Ltd website, you consent to the data practices described in this statement.

Collection of your Personal Information

Alexanders Finance (UK) Ltd collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. Alexanders Finance (UK) Ltd also collects anonymous demographic information, which is not unique to you, such as your Postcode, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by Alexanders Finance (UK) Ltd. This information can include: your IP address, browser type, domain names, access times and referring Web site addresses. This information is used by Alexanders Finance (UK) Ltd for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Alexanders Finance (UK) Ltd Web site.

Alexanders Finance (UK) Ltd encourages you to review the privacy statements of Web sites you choose to link to from Alexanders Finance (UK) Ltd so that you can understand how those Web sites collect, use and share your information. Alexanders Finance (UK) Ltd is not responsible for the privacy statements or other content on Web sites outside of the Alexanders Finance (UK) Ltd and Alexanders Finance (UK) Ltd family of Web sites.

Use of your Personal Information

Alexanders Finance (UK) Ltd collects and uses your personal information to operate the Alexanders Finance (UK) Ltd Web site and deliver the services you have requested. Alexanders Finance (UK) Ltd also uses your personally identifiable information to inform you of other products or services available from Alexanders Finance (UK) Ltd and its affiliates. Alexanders Finance (UK) Ltd may also contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Alexanders Finance (UK) Ltd does not sell, rent or lease its customer lists to third parties. Alexanders Finance (UK) Ltd may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party.

In addition, Alexanders Finance (UK) Ltd may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Alexanders Finance (UK) Ltd, and they are required to maintain the confidentiality of your information.

Alexanders Finance (UK) Ltd does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

Alexanders Finance (UK) Ltd keeps track of the Web sites and pages our customers visit within Alexanders Finance (UK) Ltd, in order to determine what Alexanders Finance (UK) Ltd services are the most popular. This data is used to deliver customized content and advertising within Alexanders Finance (UK) Ltd to customers whose behaviour indicates that they are interested in a particular subject area.

Alexanders Finance (UK) Ltd Web sites will disclose your personal information, without notice, only 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 Alexanders Finance (UK) Ltd or the site;
- (b) protect and defend the rights or property of Alexanders Finance (UK) Ltd; and,
- (c) act under exigent circumstances to protect the personal safety of users of Alexanders Finance (UK) Ltd, or the public.

Use of Cookies

The Alexanders Finance (UK) Ltd Web site does not, at this time, use "cookies" to help you personalize your online experience, but may do at some point in the future. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Alexanders Finance (UK) Ltd's pages, or register with Alexanders Finance (UK) Ltd site or services, a cookie helps Alexanders Finance (UK) Ltd to recall your specific information on subsequent visits. This simplifies the process of recording your personal information.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Alexanders Finance (UK) Ltd services or Web sites you visit.

Security of your Personal Information

Alexanders Finance (UK) Ltd secures your personal information from unauthorized access, use or disclosure. Alexanders Finance (UK) Ltd secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other Web sites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Changes to this Statement

Alexanders Finance (UK) Ltd will occasionally update this Statement of Privacy to reflect company and customer feedback. Alexanders Finance (UK) Ltd encourages you to periodically review this Statement to be informed of how Alexanders Finance (UK) Ltd is protecting your information.

Contact Information

Alexanders Finance (UK) Ltd welcomes your comments regarding this Statement of Privacy. If you believe that Alexanders Finance (UK) Ltd has not adhered to this Statement, please contact Alexanders Finance (UK) Ltd at <mailto:alistair@alexandersfinance.com>. We will use commercially reasonable efforts to promptly determine and remedy the problem.