



Skyline IFE Ltd Privacy Policy

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

What information do we collect?

We may collect, store and use the following kinds of personal data:

- (a) information about your computer and about your visits to and use of this website, such as your IP address, geographical location, browser type, referral source, length of visit and number of page views which we may use for marketing and appraisal purposes.
- (b) information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any purchases you make of our goods or services which we need to hold for admin and management purposes,
- (c) information that you provide to us for the purpose of registering with us which we need to hold for administrative purposes.
- (d) information that you save when selecting your favourites and playlists which we may subsequently contact you about in order to discuss sales.
- (d) information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters, which we need for administrative purposes.
- (e) any other information that you choose to send to us.

We will provide you with the opportunity to refuse to give your consent to the above by Opt-ing Out. Should you decide to opt-out, we may not be able to offer you our services.

Cookies and GDPR Compliance

Summary

This site uses cookies for site navigation and for analytics.
If you contact us by email or using our contact form we will keep your details so that we can reply.
Please read the rest of our privacy policy for more details of how and why we store your information.

Cookies: Further information

Some information about website users is collected automatically and may be used by us to review and analyse how our site is used.

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns and does not seek to identify any individual. We may also use information obtained by using a cookie file stored on your device.

Cookies are widely used to make sites work efficiently. We may:

- store information about your preferences to help us customise our site to your individual interests.
- speed up searches.
- recognise you when you return.

You may refuse to accept cookies by activating the setting on your browser which allows you to disable cookies. However, doing so would mean that you would be unable to access certain parts of our site.

Types of Cookies we use:

Session cookies

These are cookies which are stored on your computer for one visit. They are used to trace your site navigation when you visit multiple pages.

Tracking cookies

We have Google Analytics implemented on this site. This involves the use of tracking cookies. These help us collect information in an anonymous form.

Most web browsers allow some control of most cookies through browser settings. To find out more about cookies and how to manage or delete them, visit www.aboutcookies.org.uk

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

Using your personal data

Personal data submitted on this website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- (a) administer the website;
- (b) improve your browsing experience by personalising the website;
- (c) enable your use of the services available on the website;
- (d) send to you goods purchased via the website, and supply to you services purchased via the website;
- (e) send statements and invoices to you, and collect payments from you;
- (f) send you commercial communications;

(g) send you email notifications which you have specifically requested;

(h) send you our newsletter and other marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology. You can inform us at any time if you no longer require marketing communications to be sent by emailing us at marketing@skyline-ife.com;

(i) deal with enquiries and complaints made by or about you relating to the website;

We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing.

Other disclosures

In addition to the disclosures reasonably necessary for the purposes identified elsewhere in this privacy policy, we may disclose information about you:

(a) to the extent that we are required to do so by law;

(b) in connection with any legal proceedings or prospective legal proceedings;

(c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and

Except as provided in this privacy policy, we will not provide your information to third parties.

International data transfers

Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this privacy policy.

Security of your personal data

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

You are responsible for keeping your password and user details confidential.

Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

We may also notify you of changes to our privacy policy by email.

Your rights

You may instruct us to provide you with any personal information we hold about you.

You may instruct us not to process your personal data for marketing purposes by email (to marketing@skyline-ife.com) at any time. (In practice, you will usually either expressly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal data for marketing purposes.)

Third party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

Updating information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

Contact

If you have any questions about this privacy policy or our treatment of your personal data, please write to us at Skyline IFE Limited, The Old School, Stonham Parva, Suffolk, IP14 5JL England.