

BrandIQ is part of Xtreme Information Ltd.

This privacy statement discloses the privacy practices for www.brandiq.co.uk

The aim of this privacy policy is to notify you about:

- What personally identifiable information of yours or third party personal identification is collected from you through the website.
- The organisation collecting the information.
- How the information is used.
- With whom the information may be shared.
- What choices are available to you regarding collection, use and distribution of the information.
- The kind of security procedures that are in place to protect the loss, misuse or alteration of information under control.

How you can correct any inaccuracies in the information.

If you feel that this company is not abiding by its posted privacy policy, you should first contact:

Fergus Knight
fergus.knight@xtremeinformation.com
+44 (0) 020 7575 1955
45 Foubert's Place, London, W1F 7QH, UK

Information Collection and Use

Xtreme Information Ltd. is the sole owner of the information collected on this site. We will not sell, share or rent this information to others in ways different from what is disclosed in this statement. Xtreme Information collects information from our users at several different points on our website.

Registration

In order to use some functions on this website, a user must first complete the registration form. During registration a user is required to give their name, company, company address, telephone and email address. This information is used to provide the user with a password for the site and also to contact the user about the services on our site for which they have expressed interest.

Order

We request information from the user before accepting some types of orders. Here a user must provide contact information, such as their shipping address. This information is used for billing purposes and to fulfil customers' orders. If we have trouble processing an order, this contact information is used to get in touch with the user. It is also important to note that all credit card details are entered on a secure site (Secure Trading, www.securetrading.com) where they are used for that single transaction.

Cookies

A cookie is a piece of data stored on the user's hard drive containing information about the user. Cookies are not used to collect any personal information about the user, and are only used to allow recognition of users within a session. The only cookie this site will store is used to identify the user id while you are on our site. This enables you to navigate around our site without having to log on at each page. If a user rejects the cookie, the majority of our site will not function.

Log Files

We use IP addresses to analyse trends, administer the site, track user's movement and gather broad demographic information for aggregate use. We may also log Browser Type and track page requests to enable us to improve the service we offer, but no information that is not specifically requested from the user is linked to personally identifiable information.

Sharing

We will share aggregate demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person. We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

Links

This website contains links to other sites. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this website.

Surveys & Contests

From time-to-time our site requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as post code/zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

Security

This website takes every precaution to protect our users' information. When users submit sensitive information via the website, your information is protected both online and off-line. When our order form asks users to enter sensitive information such as credit card numbers, the information is encrypted and is

protected with the best encryption software in the industry - SSL. While on a secure page the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to un-locked, or open, when you are just surfing. To learn more about SSL, follow this link www.securetrading.com.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line. All of our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information. Finally, the servers that we store personally identifiable information on are kept in a secure environment. If you have any questions about the security of our website, you can send an email to fergus.knight@xtremeinformation.com.

Special Offers

We send all new members a welcoming email to verify password and username. Established members will occasionally receive information on products, services and special deals. Out of respect for the privacy of our users we present the option not to receive these types of communications.

Site and Service Updates

We communicate with the user to provide requested services and in regards to issues relating to their account via email or phone.

Correction/Updating Personal Information

If a user's personally identifiable information changes (such as your post code), or if a user no longer desires our service, we will endeavour to provide a way to correct, update or remove that user's personal data provided to us. This can be done at the member's personal options page or by emailing or calling our Customer Support or E-Commerce Departments.

Choice/Opt-in

Our users are given the opportunity to 'opt-in' to having their information used for purposes not directly related to our site at the point where we ask for the information. For example, our order form has an 'opt-in' mechanism so users who buy a product from us, can choose to receive marketing information and product updates from us. Users who no longer wish to receive our newsletter or promotional materials may opt-out of receiving these communications by replying with unsubscribe in the subject line of the email or emailing us at marketing@ads.xtremeinformation.com.

Users of our site are always notified when their information is being collected by any outside parties. We do this so our users can make an informed choice as to whether they should proceed with services that require an outside party or not.

Notification of Changes

If we decide to change our privacy policy, we will post those changes on our Homepage so our users are always aware of what information we collect, how we use it, and under which circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.