

Privacy Policy

We know that your privacy is very important to you. We make it our business for it to be as important to us.

We aim to be as clear as possible about how and why we use information about you on this website. If your questions are not fully answered by the information below, please contact us. We'll be happy to help.

In order to make this information easier to read, we have organised it into a series of headings. Simply click on a subject to go straight to it or scroll through the page for full details

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Our guiding privacy principles

Compliance with the Data Protection Act 1998 underlies all of our personal information privacy practices. We also have a set of guiding principles which govern how we use the information that we collect about you on this website. These principles are:

- We aim to continuously improve our website for you.
- We use information about you to help us to do this.
- We give you control over the information that we hold about you, who is allowed to see it and how it is used.
- We will not use your information for any other reason unless you specifically allow us to by choosing not to select the opt out boxes on our registration form.
- We take all reasonable care to safeguard your information through security policies and secure business processes.

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Why we collect information about you

To provide you with online services. We need to know information about you to be able to provide certain services, for example we need your name and address to deliver products bought in our online shop.

To enhance or improve your experience on our website. When you indicate your preferences through our registration forms or through your use of our site, we will use this information to personalise the site to better meet your needs.

To ensure our transactions with you are legally compliant. We're required to keep records of certain transactions for legal reasons.

To provide you with information about products and services that we, or third parties which we have carefully selected, believe will be of interest to you. We will only do this with your consent. You give us your consent by choosing not to opt out on your registration form. You can change your mind and remove or add your consent at any time through the Edit your profile page.

To keep your information secure. To minimise the risk of unauthorised access to your information, we use some of your information to authenticate you when using the website and our customer service helpdesk.

To analyse our commercial performance. We use aggregated customer information to help us understand how our website is performing commercially and what we can do to improve that performance.

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How we collect information about you

We collect information from you in three ways:

1. Directly from you. Sometimes we'll ask you for information about yourself, for example in our registration form or when you make a purchase in the Shop.
2. From third parties. We may ask for information about you from third parties, for example when we get authorisation for a payment you make using a credit or debit card.
3. We also gather information about what you do on our site. This can show us for example which products you use most and least. We can use this information to make our site more relevant for you.

We'll collect, store and use your information as described in this privacy policy and the customer terms and conditions for the services you use. Each service has different information requirements. Therefore the information we need, and what it is needed for, can differ. For full details please refer to the terms and conditions for each service.

Telephone calls

If you call any of the customer service telephone numbers quoted on this website, or use any of our 'Phone me' services, we may record your call. These recordings are used for training and quality control to ensure that we continuously monitor and improve our customer service standards.

If you call any of our customer service telephone numbers and give your personal details we may record and store them for a period of time to help answer any future questions you may have more quickly and effectively.

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Who sees your information?

The information that we collect through our website will be used within the Royal Mail group of companies. Exactly who sees your information depends on what you have consented we can use your information for. You give us your consent by choosing not to opt out on your registration form. You can change your mind and remove or add your consent at any time through the Edit your profile page.

Sometimes we'll share your information with carefully selected third parties outside of the Royal Mail group. We will do this for the following reasons:

- To provide you with a service. Some of our services are provided in conjunction with our business partners, and we'll need to disclose your information to them to provide you with the services. We make it clear in the terms and conditions for each service whether information will be passed to third parties or not.
- To provide you with information about special promotions and offers. If you have given your consent by choosing not to opt out, we may share some of your information with carefully selected third parties so that they can provide you with information about products and services that may be of interest to you.
- To protect Royal Mail Group plc or others. We may share your information with third parties when we believe it is necessary to comply with the law or protect the rights, property, or safety of the Royal Mail Group, our customers, or others. This includes exchanging information with third parties to protect against fraud and reduce payment risks.

We will only deal with third parties that we trust to act in our customers' best interests and who treat our customers' information with the same stringent controls that we apply ourselves.

We may also provide aggregated information such as sales figures and usage trends to other companies. This information will NOT include personal details that can be used to identify individuals.

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Maintaining the information we hold about you

We aim to give you control over the information that we hold about you. You can see the information that you have provided to us through the website by accessing the Edit your profile page. You can also use this page to change or delete this information including the consents you have given us through the opt out process.

You can be deleted from this website's databases by sending an email to our website operations team at web.ops@royalmail.com. Please type delete in the subject box. This will not delete information held about you on other Royal Mail databases that was not provided through this website, or on third party databases.

Please note however, we can only delete information about you that we don't need to hold for legal reasons. For example, we need to keep records of financial transactions for a certain period of time.

You can request details of all the information that Royal Mail holds about you, including on this website's databases, by contacting Stuart Harvey, Head of Data Protection Act Services at Royal Mail. He'll send you an application form, which you should complete and return. The charge for this service is £10 for each request. You can contact Stuart Harvey by:

email: stuart.l.harvey@royalmail.com

mail: Royal Mail Group plc, Concept House, 250 Farnborough Rd, Farnborough, Hants, GU14 7LU

You can of course request at any time that we correct any information we hold about you.

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A note about opt outs

You can allow us to provide you with information about products and services that we, or third parties which we have carefully selected, believe will be of interest to you. We will only do this with your consent. You

give us your consent by choosing not to opt out on your registration form. You can change your mind and remove or add your consent at any time through the Edit your profile page.

Please note:

Selecting the opt out boxes on this website will not prevent you from receiving information about specific services that you have expressed an interest in. For example, if you opt out through registration or the 'Edit your profile' page, and you use the Shop diary function, you will continue to receive event reminders via email.

When you choose to opt out through this website, this opt out will only apply to the information stored about you on this website's databases. If you have provided information to Royal Mail Group plc and other businesses in its group through another channel, the use of that information will not be affected by the opt outs you select on this website.

There are some opt outs on this website that are specific to individual services. These are independent of the registration opt out and currently cannot be changed through the 'Edit your page'. We are actively investigating the integration of these opt outs for your convenience.

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Keeping your information secure

We know that your privacy is very important to you and that you take the security of your information seriously.

We've implemented technology and security policies, rules and measures to protect the personal information we have under our control, both on and off-line, from improper access, use, alteration, destruction and loss.

Here are some of the ways we protect your information:

Access to our online services is protected by something called SSL 128 bit session encryption. Encryption is the process through which sensitive information is scrambled before it is transmitted so that it remains private even if it is intercepted. 128-bit encryption is the strongest encryption currently used commercially. However, unless your Internet browser supports 128-bit encryption you will not be able to take advantage of this level of security. You can check to see if your browser supports 128-bit encryption by reading [How you can keep your information secure](#).

Off-line, your information is kept securely in our databases and offices. We only allow our employees and trusted contractors access to your information, and then only if they need it for a specific authorised task. The computers on which we store your information are kept in a secure environment. we do not store payment card details from this website.

We will take all reasonable steps to protect your information, but data can never be guaranteed 100% secure. Please note that we will not be liable for any breach of security unless we have been negligent.

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How you can help keep your information secure

As you would expect of us, we will take all reasonable measures to ensure that the information you provide through our website is held and managed securely. However, there is a lot that you can do to help keep your information safe - not just on our website, but whenever you provide information online.

Here are some simple ways you can improve the security of your information:

Use a strong password

Read our advice on choosing a strong password. This will help you choose a password that will be difficult for other people to guess but easy for you to remember.

Use a secure password hint

Do not make your password hint the same as your password! Your password hint should not give away your password to someone you know well, for example 'my road' or 'my dog's name'.

Keep your password private and secure

Your password is a key to your personal information and online identity. Don't tell anyone your password or write it down. If you are concerned that somebody else knows your password, you can change it on our website by going to the Edit your profile page. We recommend that you change your password from time to time.

Use a secure browser

Encryption is the process through which sensitive information is scrambled before it is transmitted so that it remains private even if it is intercepted. 128-bit encryption is the strongest encryption currently available, but not all browser versions support it.

Two popular browsers that support 128-bit encryption are:

Microsoft Internet Explorer version 5.5 and later versions
Netscape Navigator version 6 and later versions

Security upgrades for some older browser versions are available. We recommend that you contact your preferred browser provider for further information.

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How we use cookies

We use cookies on this website. Cookies are small files of information that are stored by a browser on your computer's hard drive and are a feature common to many websites. They are mainly used to improve your site experience with features such as remembering your shopping baskets, personalising areas to make them more relevant for you and to monitor the number of people using the website.

If you register for this website, a cookie containing an ID number will be saved on your computer. The ID number is linked to your user name (email address) on our database. The cookie is used to track which services you use and which pages you go to on the website. We may use this information to make changes to the website, for example to make it easier to use or to personalise the advertisements you see during your visits. We may also use this information to provide you with targeted information about goods and services available from us and others, unless you have told us that we should not use your information in this way by opting out.

If you check the 'Remember me' box when you register or from the 'Edit your profile' page, another cookie will be saved on your computer containing your greeting name. This will display a personal greeting each time you log on.

Because these cookies contain or refer to some personal information (your greeting and user name) we recommend you do not register for this website from a publicly available computer.

Some of our services (such as Postcode Finder) use a cookie to keep track of how many times you have used the service. This is to guard against these services being used repeatedly for commercial reasons. These cookies do not contain any personal information.

Finally, if you have viewed or clicked on one of our advertisements on another website, a cookie may have been saved on your hard drive to indicate that you have viewed or clicked on the advertisement. This cookie is also used to record some of your activities on this website, such as whether you look at certain

pages or enter into certain transactions. We use this information to assess the effectiveness of our advertisements on different websites. These cookies do not contain any personal information.

You can choose to disable cookies at any time through your browser, but this may prevent some of our services from working and, depending on your browser version, may make your information less secure. If you want to know how to do this please look at the help menu on your browser.

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Links to other sites

This website includes links to other sites. We make every effort to provide links to high quality, reputable sites but we're not responsible for their privacy practices, site content or the services they offer.

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What this privacy policy does not cover

This policy does not apply to the practices of companies Royal Mail Group plc does not own or control, or to people Royal Mail Group plc does not employ or manage.

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Data Protection Act

Royal Mail Group plc complies with the Data Protection Act 1998. This privacy policy meets the standards and guidelines contained in the Act.

For further information about Royal Mail and the Data Protection Act contact Stuart Harvey, the Head of Data Protection Act Services at Royal Mail Group plc, by:

email: stuart.l.harvey@royalmail.com

mail: Royal Mail, Concept House, 250 Farnborough Rd, Farnborough, Hants, GU14 7LU

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Changes to this privacy policy

We may amend this privacy policy from time to time. If we make any changes we'll post an announcement on this website.

This privacy policy was last updated on 04 November 2002.

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