

The following text is a full statement of the privacy policy of Beacon Publishing Ltd, Belfast, Co. Antrim, Northern Ireland, company registration number NI618038 (**we, us, our**). Our ICO registration number is ZA013790.

We respect your privacy rights. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

#### **INFORMATION WE MAY COLLECT FROM YOU**

We may collect and process the following data about you:

- information that we collect from you, or which you may provide, during your use of the browser based Beacon software application (**App**) and/or our website at [www.beacon.by](http://www.beacon.by) (**Site**) (such Site, together with the App, **Beacon**).
- we may collect personal information including your names, date of birth, gender, email, telephone number, address and payment details.
- we also may collect information through any bio details you complete. This information includes personal data as defined by the Data Protection Act 1998 (the **Act**) as amended;
- information we collect from you each time you contact us;
- details of transactions you carry out through Beacon; and
- details of your use of Beacon (including, but not limited to, text that you upload, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise) and the resources that you access.

#### **IP ADDRESSES AND COOKIES**

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve Beacon and to deliver a better and more personalised service.

In particular, Beacon uses Google Analytics to estimate our users' usage patterns. Google Analytics counts the number of visitors and tells us things about their behaviour on our Beacon, such as the typical length of stay on the site or the average number of pages a user views.

As part of the operation of Google Analytics, Google will take the information about your visits to Beacon and store the information on its sites in the US. It is important to note that the US is not included in the European Economic Area's (**EEA**) list of countries recognised as having as stringent data protection regimes as EEA countries. Google will use the information it collects about you to understand your use of Beacon, to compile reports on website activity and to provide other services relating to website activity and internet usage.

We may use third party cookies to enhance your user experience. Such third party cookies will be governed by their own terms and privacy policies, so you should read these before giving your consent to enable these third party cookies.

You can read all about the cookies we use in our Cookie Policy.  
[http://www.beacon.by/assets/docs/Cookie\\_Policy.pdf](http://www.beacon.by/assets/docs/Cookie_Policy.pdf)

#### **WHERE WE STORE YOUR PERSONAL DATA**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (EEA), including any member of our group (meaning any current or future parent undertaking or subsidiary undertaking of us, as those terms are defined at section 1162 of the United Kingdom's Companies Act 2006). These countries may not have as stringent data protection regimes as EEA Countries. The data may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to Beacon; any transmission is at your own risk. Once we have received your information, we will use appropriate procedures and security features to try to prevent unauthorised access.

#### **USES MADE OF THE INFORMATION**

We use information held about you in the following ways:

- to carry out our obligations arising from any contracts entered into between you and us;
- to allow you to participate in interactive features of Beacon, where you choose to do so;
- to contact you to check on your progress in your use of our services, and to discuss any subscription issues;
- to ensure that content from the Beacon is presented in the most effective manner for you and for your computer;
- to send you a newsletter;
- to provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes; and
- to notify you about changes to our service.

By accepting the terms of this privacy policy you are consenting to the various uses of your information described above by us. However, if you wish to withdraw your consent, please notify us by emailing us at [hello@beacon.by](mailto:hello@beacon.by). Please note that if you do withdraw your consent we may be unable to provide some or all of our services, and/or the use of Beacon, to you, and you accept and acknowledge that we have no liability to you in any such event.

#### **DISCLOSURE OF YOUR INFORMATION**

We may disclose your personal information to any member of our group.

We may disclose your personal information to third parties:

- in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- if we or substantially all of our assets are acquired by a third party, in which case personal data held by us about its customers may be one of the transferred assets; and
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements or to protect

the operation of Beacon, or the rights, property, or safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **YOUR RIGHTS**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes.

You have the right to access information which we hold about you. Your right of access can be exercised in accordance with the Act, and you can contact us at our registered address as given above. Any access request may be subject to a fee to meet our costs in providing you with details of the information we hold about you.

You also have the right to ensure that we hold correct and up to date information. If you believe that any information we hold about you is incorrect or out of date, please contact us at our [hello@beacon.by](mailto:hello@beacon.by). We may need to ask you for further information and identification to help us to comply with this request.

Finally, Beacon may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

## **CONTACT**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [hello@beacon.by](mailto:hello@beacon.by).