

Kuradocs Limited (“we”, “us”, “our”) is committed to protecting and respecting your privacy.

This policy together with our Website Terms & Conditions as set out here

https://www.myliferaft.com/wp-content/uploads/2017/06/Liferaft_terms_and_conditions.pdf

(“Terms & Conditions”) and any additional terms incorporated by reference into them applies to your use of the website at www.myliferaft.com (“Website”) and sets out the basis on which we shall process any personal data that is inputted into the Website or otherwise provided to us. Please read the policy carefully and if you do not agree with this policy please do not use the Website.

For the purpose of the Data Protection Act 1998 we will be data controller.

DATA WE MAY COLLECT FROM OR ABOUT YOU:

We may collect and process the following data about you:

- Data that you submit to the Website when registering your interest in the Liferaft product and services;
- Data about your use of the Website and any related services; and
- A record of any correspondence between you and us.

IP ADDRESSES /TECHNICAL DETAILS

We may collect data about the computer and/or mobile device from which you access the Website. This is statistical data about your browsing actions and patterns, and does not identify any individual. We use this data for system administration [and to report aggregate data to our advertisers].

COOKIES

The Website use cookies to distinguish you from other users. A cookie is a small file of letters and numbers that we store on the hard disc or permanent memory of your computer or mobile device. Cookies contain data that is transferred back to us from your device’s memory on request.

Cookies help us to provide you with a good experience when you use the Website and also allow us to improve the Website.

The Website uses the cookies listed on the <http://www.myliferaft.com/cookies>

Please note that our advertisers may also use cookies, over which we have no control.

You can block cookies in the browser settings of your computer and the settings and preferences sections of your mobile device that allows you to refuse all or some cookies. However, if you block all cookies (including essential cookies) then you may not be able to access all or parts of the Website. Unless you have adjusted the browser setting of your computer or your mobile device’s preferences so that it will refuse cookies, our system will issue cookies as soon you use the Website.

USES MADE OF THE DATA

We may use data held about you in the following ways:

- To send you emails on the progress of Liferaft products and services and notify you upon “go live”;
- To send you discount codes to allow you to access some or all Liferaft products and services on a free-trial basis;
- To ensure that content from the Website is presented in the most effective manner for you and your computer or mobile device;
- To provide you with information, products or services that you request via the Website or which we feel may interest you, where you have consented to be contacted for such purposes;

- To carry out our obligations arising from any contracts entered into between you and us;
- To allow you to participate in interactive features of the Website, when you choose to do so; and
- To notify you about changes to the Website.

We may also use data that is submitted to the Website, or permit selected third parties to use such data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these. If you do not want us to use the data in this way, or to pass your details on to third parties for marketing purposes, please tick/untick the relevant box situated on the page on which we collect your data, or contact info@myliferaft.com.

Unless consent is given, we do not disclose data, from the website, which identifies individuals to our advertisers or other third parties, but we may provide third parties such as support groups or charities with aggregate data about our users to help them to plan the services that they provide to address the needs of their users and target users.

DISCLOSURE OF YOUR DATA

We may disclose your personal data to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the Companies Act 2006.

We may disclose your personal data 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 our company, or substantially all of our assets, are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation.
- In order to enforce or apply the Terms of Use and other agreements or to investigate potential breaches.
- In order to protect the rights, property or safety of Kuradocs Limited, our customers, or others. This includes exchanging data with other companies and organisations for the purposes of fraud protection and credit risk reduction.

WHERE WE STORE YOUR PERSONAL DATA

All data you provide to us is stored on our secure servers which are located in the UK. We will not transfer your personal data outside of the European Economic Area unless you have instructed us to do so. Where you access our website via https, any data transferred between your web browser and our servers will be encrypted using a minimum of 256-bit SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of the Website, you are responsible for keeping this password confidential. You must not share a password with anyone. We will never ask you for your password if you contact us. If you are asked for your password at any time on the Website then you should check your browser to ensure the padlock symbol is showing and that the URL links back to the Website. If it does not this could be a third party fishing activity.

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

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 data to any third party for such purposes. You can exercise your right to prevent such processing by checking/unchecking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at our registered office address: Kuradocs Limited, Arcadia House, Maritime Walk, Southampton, SO14 3TL or by email: info@myliferaft.com.

If you follow any links from the Website to any third party website, please note that such websites may 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.

ACCESS TO INFORMATION

You have the right to access information held about you. Your right of access can be exercised in accordance with the Data Protection Act 1998. If you make an access request you may be charged a fee of £10 (at the time of writing this policy) to cover administrative costs in providing you with details of the information we hold about you.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and you should check back to this page from time to time. If we make any significant changes we will notify you of them next time you access the Website. Your continued use of the Website will demonstrate your continued acceptance of the current privacy policy.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to us at our registered office address: Kuradocs Limited, Arcadia House, Maritime Walk, Southampton, SO14 3TL or by email: info@myliferaft.com.