



Privacy Policy

Oval takes the privacy of its users seriously. We are committed to safeguarding the privacy of our users while providing a personalised and valuable service. This Privacy Policy Statement explains the data processing practices of Oval. If you have any requests concerning your personal information or any queries with regard to these practices please contact us. Our contact details are provided at the end of the statement.

Information collected

Personal information is collected by Oval. We may collect this information from you through your use of our website www.theovalgroup.com (the "Site") and from contact that you may have with us that results from your use of it.

Information is collected automatically about your visit to our Site. The information obtained in this way, which includes demographic data and browsing patterns, is only used in aggregate form and cannot be used to identify you personally. This Site does not use cookies and will not store information on your personal computer.

Any information that is collected by this Site that could be used to identify you personally will be classed by us as personal information. We will treat any such information in accordance with this privacy policy.

Information that you provide to us

Whilst you are using the Site, you may voluntarily supply us with information in connection with your enquiry. For example, you may provide us with your email address or your postal address. We will use this information only for the purposes for which you provided it and for the purposes that are set out in this policy. We may also disclose your information to other members of the Oval group of companies, business partners and third party suppliers we engage to provide services which involve processing data on our behalf. If you do not want your information to be disclosed in this way please see the section headed "Opting Out" below.

Use and Disclosure of personal information

We process personal information collected via Oval for the purposes of:

- > providing a personalised service.
- > conducting market research surveys.
- > providing you with information about products and services we offer.

We also use information in aggregate form (so that no individual user is identified):

- > to build up marketing profiles.
- > to aid strategic development.
- > to manage our relationship with advertisers and
- > to audit usage of the Site.

We will not exchange, sell or distribute your personal information collected through this Site without your consent to any third party that is not a part of the Oval group of companies. We may –

- Share your information within the Oval group of companies for statistical, research or crime prevention purposes.
- Transfer your data outside of the United Kingdom and the European Economic Area for the purposes of processing the data as set out in this privacy policy.
- Provide you with information about products and services we feel may be of interest to you unless you elect to opt out of receiving such information.

This Site is hosted externally by a service provider. The provider may have access to your personal information in order to carry out their contractual duties to us but they cannot use your personal information for any purposes other than those that are connected to the services they supply to Oval.

Oval may, from time to time, purchase or sell assets. If we sell an asset that includes your personal information obtained from your use of this Site then this information will be included in the asset sale. If ownership of Oval, or one of the Oval companies, is transferred to a new

owner then this transfer may include your personal information collected from this Site. We will not obtain your consent to the transfer of your personal information in these circumstances.

We may disclose your personal information without obtaining your consent if we are required to do so under any applicable law, correctly presented court order or any request from a government agency that is legally entitled to ask for such information. We will not inform you if we have disclosed your personal information in response to such a request.

Data Protection Act

Where we collect personal information from you via your use of this Site, we will hold this information in line with the requirements of the Data Protection Act 1998. Your data will be held electronically by us in a secure system

External Internet Sites

Where the Site contains a link to an external internet site that is not controlled by Oval this privacy policy will not apply to the contents of those sites.

Opting Out

If you do not want to receive information, offers, or further information from us please contact us using the details shown below. We will remove your personal information from our contact and distribution lists.

Contact Details

If you have any questions about this privacy policy, want to opt out of receiving further communications from us, or have any other privacy concerns please contact us –

Steve Pennock
Group Compliance Officer

Steve.pennock@theovalgroup.com