



The Ministry of Outdoor Education

Natural Equipment As Unique As You

Privacy Policy

This Privacy Policy (hereinafter 'Policy') applies to The Woodland Ministry of Outdoor Education (along with all subsidiaries, affiliates, successors and assigns thereof, referred to hereinafter collectively as "MOE", "we", "our" and/or "us"), our websites and services. MOE understands that you care about how your personal information is used and shared, and we acknowledge your expectation that we will do so carefully and securely.

By visiting this or another MOE website displaying this Policy or a link thereto (a "Website", or collectively the "Websites"), or by otherwise interacting with MOE you agree to accept the practices and procedures described in this Policy. This Policy is further subject to our Terms and Conditions and the MOE Services Agreement related to the MOE services that you utilise and/or purchase.

Information that we may hold:

We receive and store any information that you enter on to our websites or give us in any other way, such as e-mail, via telephone, online or otherwise. This information may be collected when you contact us for customer support or product after care.

The types of information that we gather will include, but is not limited to:

Contact information: We collect and retain personal contact information that you submit to us voluntarily and this includes, but is not limited to, your full name, postal address, web address, telephone number and e-mail address. Such contact information may be used, for example, to communicate with you when necessary with respect to transactions. Additionally, we may collect contact information provided to us during any correspondence relating to customer support, product after care as well as in connection with products and services offered on our Websites.

Demographic information: We may collect and store anonymous demographic information, such as your postcode, gender and age, and use this data to tailor your experience on our Websites, provide information that we think may be of interest to you, perform general improvements to the Websites and display the content according to your preferences. Such demographic information may be shared with partners, market researchers and other third parties on an aggregate, non-personally identifiable basis. No personally identifiable information will be linked to such aggregated demographic information that is shared with third parties.

Financial information: We collect and retain certain financial information from when you purchase our products and services. For example, when you sign up for any product or service through MOE, we require you to provide a credit card number and billing address before we will process that application. We will not sell, share or rent any financial information collected from you except as disclosed in this Policy or as necessary to fulfil any order for our products or services.



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Other information: We collect and store certain types of information whenever you interact with us. For example, our servers track the type of web browser you are using and the page from which you link. Additionally, we log IP addresses (a unique number assigned to every computer on the Internet) in order to improve security, analyse trends and administer the Websites. We may track your movement within the Websites, the third-party website pages from which you were referred, access times and browser types. We use this information to gauge the effectiveness of our Websites, track information for statistical purposes and to improve the products and services we provide. We collect this information to better develop a sense of what services our customers need and identify areas of improvement to the Websites.

We may use such information for marketing purposes, and to send information to you that we believe might be of interest. In addition, such information may be shared with partners, market researchers and other third parties as outlined above in the section 'demographic information'.

We may supplement the information you provide us by acquiring publicly or commercially available information that is within the public domain or from third party providers, for instance, to verify your address or to update your information and to create a profile of your preferences. We tie your personally identifiable information to information in the profile, in order to improve the content of the Websites for you or to inform you about products or services that we think will be of interest to you.

From time to time, we may also ask you to participate in surveys or other communications conducted by us or third parties designed to help us improve the Websites or the products or services we provide.

We will not sell or pass on your personal data to any commercial or charitable organisations.

Cookies and third-party cookies: The Websites use "cookies" for such purposes as enhancing your online experience by making it easier for you to navigate through the Websites and making certain features work better. Cookies contain information that is transferred to your computer's hard drive.

Cookies identify a user's computer and can record the user's preferences and other data about the user's website visit. We do not extract information about individual users during this process. Your web browser may enable you to disable cookies, but please note that certain services may not function correctly without it and your experience on our Websites may be hindered.

We may use third-party advertising companies to serve ads on our behalf across the Internet. These companies may collect and use information about your visits to this and other websites and your interaction with our products and services in order to provide advertisements about goods and services of interest to you. However, no personally identifiable information, as outlined in 'Contact information' above, will be connected with such information. They may use information about your visits to this and other websites to target advertisements for goods and



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services and may be used to keep track of user response to each advertisement. These targeted advertisements may appear on our Websites or on other sites that you visit. The anonymous information is collected through cookies, which are industry standard technologies used by most major websites.

You are able to opt-out of this any time if you do not want such companies to collect this information.

Please note that if you delete your cookies, use a different browser, or buy a new computer, you will need to renew your opt-out choice.

Web Beacons: The Websites may contain electronic images (called a "single-pixel GIF" or a "web beacon") that allow a website to track the effectiveness of marketing campaigns. No personally identifiable information will be transmitted via web beacons.

Telephone recording and monitoring: To ensure MOE customers receive quality service, MOE may select phone calls for recording and/or monitoring. These calls, between MOE customers (or potential customers) and employees, are evaluated by MOE representatives. This is to guarantee that prompt, consistent assistance and accurate information is delivered in a professional manner. In contacting MOE creating an account with MOE, or by otherwise utilising any MOE products or services, you hereby consent to any such call recording and/or monitoring.

How we may use your personal information:

We receive and store any personal information you enter on our Websites or give to us voluntarily in any other way and may use it to contact you from time to time. We ensure that only the employees who need access to your personal information to fulfil their employment duties will have access to it.

By registering on a Website and providing your telephone number, you agree that this action constitutes a purchase, enquiry and/or application for purposes of telemarketing laws. Regardless of the fact that your telephone and/or cell number may be listed with the TPS, you are providing your express written consent to receive future information (including telemarketing) about products and services from us and/or our affiliates, and you hereby agree and consent to our contacting you using the information you have provided and will provide to us. This means we may contact you by e-mail, phone and/or cell number (including use of automated dialling equipment and/or pre-recorded calls), text (SMS) message, social networks or any other means of communication that your wireless or other telecommunications device may be capable of receiving (i.e. video, etc.). We may also send you information or offers from time to time to the postal address or email address we have on file (as further outlined in this Policy). You further acknowledge that you are not required to agree directly or indirectly or enter into an agreement regarding our telemarketing efforts as a condition of purchasing any goods or services from us or our affiliates.



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Electronic Mail: From time to time, MOE may use your personal information to contact you by electronic mail concerning our services. These communications are often intended to inform you of important information regarding your account, or about general services provided by MOE and/or its affiliates. If you do not want to receive email from us or our affiliates regarding new services, please click the "unsubscribe" link which is included at the bottom of any email you receive from us. However, in order to fulfil our service obligations to you, we will continue to send you emails regarding your account administration, as well as any necessary information, such as renewal notices and instructions. By providing us with your email address you consent to receiving communications from us electronically and all notices, disclosures and other communications that we provide to you electronically satisfy any legal requirement that such communications be in writing.

Service related uses: We may use your personal information to contact you about the goods or services you have purchased from us, or for other purposes in which you have expressed an interest, for example, if you have contacted customer service or made an enquiry. We will also provide you with service and account related announcements. For instance, if the delivery of a service or product is delayed, we might send you an email, or other message, or if there is some service issue with something you might have ordered. Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you have the option to cancel your services with us.

Protection of MOE and others: We may release account and other personal information when we are required to do so by law, court order, subpoena or other government or law enforcement authority or regulatory agency, including ICANN, in order to enforce or apply our Services Agreement or other agreements, or when we believe in good faith that disclosing this information is necessary or advisable, including for example, to protect the rights, property, or safety of MOE, our users, or others. This includes exchanging information with other companies and organisations for fraud protection, credit risk reduction or other similar purposes. Sites Other Than MOE has no control over and is not responsible for the privacy policies or information gathering practices of other websites, including those to which we may link and those which may link to us. We strongly recommend that you review the privacy policies of every online service you use before submitting any personal information and direct any concerns to the site administrator of that website.

Retention of your personal data.

We keep information only for as long as we need it to provide you services, manage our business or as required by law or contract. Where you have a contract with us, we will retain your data for the length of the contract, and will further retain that information for a time period consistent with our legal or regulatory responsibilities, after you terminate all your services with us to resolve disputes, enforce our relevant Service Agreement, and to adhere to the technical and legal requirements and constraints related to the security, integrity and operation of the Websites. If you have any questions about how long we will keep your specific data, please contact us.



Keeping your personal data safe.

We work to protect the security of your financial information during transmission by using Secure Sockets Layer ("SSL") software, which encrypts the information you input on the Site. However, no method of transmission over the Internet or method of electronic storage is completely secure and we cannot guarantee its absolute security. You can further help to ensure your security by taking a few simple precautions. For instance, it is important to protect against unauthorised access to your computer, and to be sure to sign off when you are finished using a shared computer.

Limitation of liability

MOE assumes no responsibility or liability with regard to any theft, loss, alteration or misuse of personal or other information lawfully provided by MOE to third parties, or with regard to the failure of any third party to abide by this privacy policy or such third party.

Rights of access, correction, erasure and restriction:

Your duty to inform us of changes:

It is important that the personal data we hold about you is accurate and current. Should your personal information change, please notify us of any changes of which we need to be made aware by contacting us, using the contact details below.

Your rights in connection with personal data:

Under certain circumstances, by law, you have the right to:

- Request access to your personal data. This enables you to receive details of the personal data we hold about you and to check that we are processing it lawfully.
- Request correction of the personal data that we hold about you.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this basis. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal data to you or another data controller if the processing is based on consent, carried out by automated means and this is technically feasible.



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If you would like to exercise any of the above rights, please email our data protection point of contact at info@moeducation.co.uk.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

Contacting us

If you have any questions regarding this Policy, you can contact us by writing to us at info@moeducation.co.uk