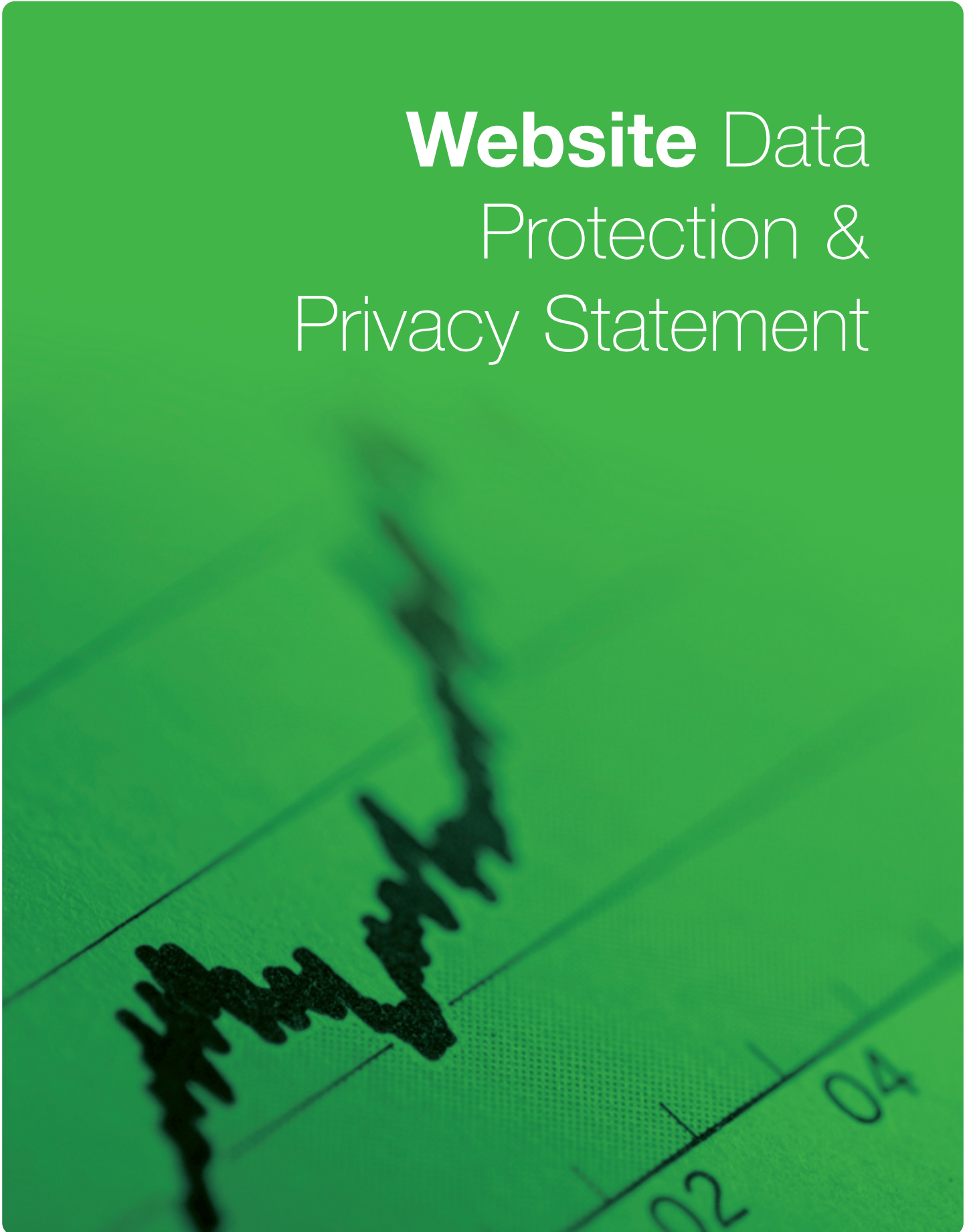




shareprice .co.uk

Website Data Protection & Privacy Statement





- 1 Interactive Investor Trading Limited ("we" or "us") are a company based at Standon House, 21 Mansell Street, London, E1 8AA. Shareprice is a trading name of Interactive Investor Trading Limited. This statement describes our policy and practices with regard to processing of Personal Information on our Website, with URL www.shareprice.co.uk ("the Site"). Our principal activities are provision of market data and share dealing. Our privacy policy covers us and the Site.
- 2 "Personal Information" means information that relates to a living individual who can be identified from that information or from that information and other information that is held by or is likely to be held by us.
- 3 It is our policy to take all necessary steps to ensure that Personal Information held by us is processed fairly and lawfully. We will take all necessary steps to implement this policy. All our employees and data processors who have access to Personal Information are obliged to respect the confidentiality of your Personal Information.
- 4 It is our policy to ensure that, when dealing with Personal Information, all relevant statutory requirements are complied with, including the eight Data Protection Principles contained in the Data Protection Act 1998 ("the Act"), and to monitor our internal procedures periodically to ensure compliance.
- 5 You can access the Site and browse the Site without disclosing Personal Information.
- 6 We do not knowingly collect Personal Information from children.
- 7 When you view the Site, we may store some information on your computer. This will be in the form of a cookie file and other tracking software such as Google Analytics (referred to here as "Cookies").

To enable us to provide the services available on the Site and to monitor and improve the Site, we may gather certain information about you, including details of your operating system, browser version, domain name and IP address, the details of the web site you linked from to the Site.

We may use cookies only to store information such as your User name and your session identifiers to enable us to identify whether you are registered on to the Site and, if so, to shortcut your access to the Site. We will only read cookies from your cookie file placed there through your web browser's interaction with the Site.

Third party advertising cookies: some of the advertisements you see on this site are generated by third parties. Some of these third parties generate their own "anonymous cookies", for the same reasons we do: to track how many unique users have seen a particular ad, and how many times they have seen it and provide you with advertisements that are more relevant to your interests. Additionally, the companies that generate these cookies have their own, very strict, privacy policies but we don't have access to these cookies; other than allowing them to be served, we have no role to play in these cookies at all (although we may use statistical information arising from these third party cookies and provided to us by third parties, to improve the targeting of advertisements to users).

Interactive Investor may use pixels, or transparent GIF files to help manage online advertising. The GIF files are provided by our ad management partners to enable them to recognise a unique cookie on your web browser, and to display adverts which are of relevance to you. The information collected is anonymous and is not personally identifiable.



- 8** Personal Information may be transferred to countries outside the European Economic Area in order to perform the Services. In using the Services you consent to such a transfer. In addition, if you put Personal Information on publicly available parts of the Site, this will be accessible to persons in countries outside the European Economic Area, which may not have data protection laws as comprehensive as those that exist in the European Economic Area.
- 9** We may disclose Personal Information about Site visitors to other businesses within Interactive Investor for the purpose of informing you of other financial product and services.
- 10** We will monitor on an ongoing basis compliance with the provisions of the Act by third party processors of Personal Information held by us.
- 11** We may from time to time use your Personal Information to send you information by email about our companies and other information that you may find useful. If you do not wish to receive this information please contact us using one of the following free methods - email or website.
- 12** The Site may contain links to other Internet sites that are not owned by us. We are not responsible for the content of such sites or for the privacy policy of such sites or for Personal Information which such sites may collect or place on your computer.
- 13** You can find out what Personal Information we hold about you by writing to us at Data Protection Officer, Standon House, 21 Mansell Street, London E1 8AA. Your request must be accompanied by payment of £10.00. We will acknowledge your request within 40 days. [Should we be required or entitled not to disclose your Personal Information, we will give reasons for any such refusal.
- 15** If any of the Personal Information that we hold about you is incorrect or needs updating, or if you want us to delete any of your Personal Information, please contact us at Data Protection Officer, Standon House, 21 Mansell Street, London E1 8AA. We may request that you provide further information and identification to enable us to comply with this request].
- 16** We regard our databases of customer information (which will include your Personal Information) as a valuable asset. Should we sell or transfer any of our business assets this may include the sale or transfer of such databases of information to third parties. In addition, such a transfer or sale may mean that your Personal Information is transferred to countries outside the European Economic Area. In using the Site you consent to such use of your Personal Information.