

Privacy Policy

Date of last revision: 27 August 2008.

Bookrants.com is committed to protecting your personal information when you are using Bookrants.com. This Privacy Policy relates to our use of any personal information you provide to us through the Bookrants.com website.

1. Information that Bookrants.com will collect

In order to access Bookrants.com you will be asked to sign in with an e-mail address and password that form part of your account credentials. We also ask you to provide personal information, such as your name, age and gender (which is optional).

You are given the option to add further information to your personal profile once registered. However, be aware that any additional information you add to your personal profile becomes public information and can be accessed by anyone. You should therefore exercise caution when deciding to disclose additional personal information on your Bookrants.com profile.

Bookrants.com makes forums and/or message boards available to its users. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information.

When you sign up to participate in or receive a service from Bookrants.com such as newsletters or competitions we may ask for personal information about you. This can consist of information such as your name, e mail address, postal address, telephone or mobile number or date of birth. By entering your details in the fields requested, you enable the Bookrants.com to provide you with the services you select.

We may collect information about your interaction with the Bookrants.com site. For example, we may use website analytics tools on our site to retrieve information from your browser, including the site you came from, the search engine(s) and the keywords you used to find our site, the pages you view within our site, your browser add-ons, and your browser's width and height. We may also use technologies, such as cookies to collect information about the pages you view, the links you click and other actions you take on our sites. Additionally, we collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type and language, access times and referring Web site addresses. We may use services from other companies that enable us to derive a general geographic area based on your IP address in order to customise certain services to your geographic area.

The website contains hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, and we urge you to review them. We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

Bookrants.com is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all laws concerning the protection of personal information, including the Data Protection Act 1998.

2. Security of Your Personal Information

Bookrants.com is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorised access, use, or disclosure.

It is your responsibility to keep your password confidential. Do not share this information with anyone. If you are sharing a computer with anyone you should always log out before leaving a site or service to protect access to your information from subsequent users.

3. How Bookrants.com will use the information it collects

Bookrants.com will use your personal information for a number of purposes including the following:

- for "service administration purposes", which means that Bookrants.com may contact you for reasons related to the service you have signed up for (e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance);
- to contact you about a submission you have made to the website, including any content you provide;
- IP addresses are used to identify the location of users, the number of visits from different countries and also to block disruptive use; and
- to analyse and improve the services offered on Bookrants.com.co.uk. e.g. to provide you with the most user-friendly navigation experience.

Where the Bookrants.com proposes using your personal information for any other uses we will ensure that we notify you first. You will also be given the opportunity to withhold or withdraw your consent for your use other than as listed above.

4. Will Bookrants.com contact me?

Bookrants.com may contact you:

- in relation to the functioning of any service you have signed up for in order to ensure that Bookrants.com can deliver the services to you;
- where you have opted to receive further correspondence;
- in relation to any contribution you have made to Bookrants.com, e.g. on the Bookrants.com message boards;
- to invite you to participate in surveys about Bookrants.com (participation is always voluntary); and
- for marketing purposes where you have specifically agreed to this. You can stop the delivery of future promotional e-mail from Bookrants.com by following the specific instructions in the e-mail you receive. These choices do not apply to the receipt of mandatory service communications that are considered part of certain Bookrants.com's services, which you may receive periodically unless you cancel the service.

5. Will Bookrants.com share my personal information with anyone else?

We will keep your information confidential except where disclosure is required or permitted by law (for example to government bodies and law enforcement agencies). Generally, we will only use your information within Bookrants.com.

6. Offensive or inappropriate content on the Bookrants.com website

If you post or send offensive, inappropriate or objectionable content anywhere on or to Bookrants.com or otherwise engage in any disruptive behaviour on Bookrants.com we may use your personal information to stop such behaviour.

Where Bookrants.com reasonably believes that you are or may be in breach of any of the laws of England or Wales (e.g. because content you have posted may be defamatory), Bookrants.com may use your personal information to inform relevant third parties such as your employer, school e-mail/Internet provider or law enforcement agencies about the content and your behaviour.

7. What if I am a user aged 16 or under?

If you are aged 16 or under and provide personal information to Bookrants.com please get your parent or guardian's permission beforehand. Users without this consent are not allowed to provide us with personal information.

8. How long will the Bookrants.com keep my personal information?

We will hold your personal information on our systems for as long you are a member of Bookrants.com. In the case that you wish to cancel your Bookrants.com membership, once your account is deleted this is notified on the database and, while people cannot use the personal information, it stays on the system for a period of one year for administration purposes before being deleted automatically.

Where you contribute to the Bookrants.com message boards we will permanently keep the content you upload on that message board until you request its deletion.

9. What if I am accessing Bookrants.com websites outside the UK?

Bookrants.com is published in the UK. However for international users accessing the site from outside the UK, all personal information submitted by you to the site goes directly to Bookrants.com and will be processed in accordance with this Privacy Policy.

You should note that Bookrants.com does place a number of cookies on Bookrants.com and may collect information about international users from these.

11. Changes to Bookrants.com Privacy Policy

This Privacy Policy may be updated from time to time and Changes to this Privacy Policy are effective upon posting, so you may wish to check it each time you submit personal information to the Bookrants.com website. The date of the most recent revisions will appear on this page.

12. Cookies Policy -Information the Bookrants.com collects from you

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer or mobile phone (referred to here as a "device") browser from a website's computer and is stored on your device's hard drive. Each website can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other sites. Many sites do this whenever a user visits their website in order to track online traffic flows.

Cookies record information about your online preferences and allow us to tailor the website to your interests. Users have the opportunity to set their devices to accept all cookies, to notify them when a cookie is issued, or not to receive cookies at any time. The last of these means that certain personalised services cannot then be provided to that user and accordingly you may not be able to take full advantage of all of the Bookrants.com site's features. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.

Information supplied by cookies can help us to analyse the profile of our visitors and help us to provide you with a better user experience.

13. Contact us

If you have any queries regarding our Privacy Policy contact us at admin@bookrants.co.uk

14. Effective date

This Privacy Policy is effective as of 27 August 2008.