

## PRIVACY POLICY

In relation to the website: [www.hawkeronline.com](http://www.hawkeronline.com) ('the Site')

Customer services: [info@hawkeronline.com](mailto:info@hawkeronline.com)

### 1. Introduction

The Website is a UK-based website and we take the privacy of our website users very seriously. We ask that you read this Privacy Policy ('the Policy') carefully as it contains important information about how we will use the personal data you supply on the Site.

For the purposes of the Data Protection Act 1998, Allaero Limited, Hawker House, Link 10, Napier Way, Crawley, West Sussex, RH10 9RA, UK, is the 'data controller' (ie the company who is responsible for, and controls the processing of, your personal data).

### 2. Personal data we may collect about you

We may obtain personal data about you ( such as your name, delivery address, credit or debit card details, email address, telephone number ), and any personal preferences ('**Information**') whenever you complete an online form. Except as set out below, we will not sell, distribute or disclose your information without your consent or unless required or permitted to do so by law.

We may monitor your usage of this website. This may include monitoring how many times you visit, which pages you go to, traffic data, location data and the originating domain name of a user's internet service provider. This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually. Please see further the section on '**Use of cookies**' below.

### 3. How we may use your personal data

We will use your personal data for the purposes described in the data protection notice that was given to you at the time your data were obtained. These purposes include:

- to help us identify you and any accounts you hold with us
- administration
- statistical analysis
- customer profiling and analysing your purchasing preferences
- marketing--see '**Marketing and opting out**' below
- fraud prevention and detection
- law enforcement agencies in connection with any investigation to help prevent unlawful activity
- billing and order fulfilment
- customising this website and its content to your particular preferences
- to notify you any changes to this website or our services which may affect you
- security vetting
- improving our services

- other companies within our group
- our agents and service providers

#### 4. **Keeping your data secure**

We will use technical and organisational measures to safeguard your personal data, for example:

- access to your account is controlled by password and username which are unique to you
- we store your personal data on secure servers
- payment details are encrypted using SSL technology

#### 5. **Updating your Information**

If any of your information changes, please notify us at the above Customer Services email address. You may change any of the basic information we keep about you at any time by sending us an email to our Customer Services address [info@hawkeronline.com](mailto:info@hawkeronline.com).

#### 6. **Marketing and opting out**

Unless you have asked us not to do so, we may contact you by email about important functionality changes and alterations to the Site, and to provide you with information about our own products and/or services which are similar to those we provide on the Site which may be of interest to you.

We may share your personal data with organisations who are our business partners and we or they may contact you, unless you have asked us or them not to do so, by post or email, about goods and services which may be of interest to you. If you do not wish to receive any such communications from us or third parties, you may opt out by notifying us at our Customer Services address [info@hawkeronline.com](mailto:info@hawkeronline.com).

We may offer you the opportunity to sign up to a mailing list and/or newsletter, to participate in a survey or a competition, or to receive information by email about third parties' products and services, or any other products and services which we provide. If you sign up for any of these and subsequently change your mind, you may opt out by notifying us at our Customer Services email address above.

#### 7. **Disclosure of your personal data**

We may disclose your personal data to:

- other companies within our group
- our agents and service providers (e.g. providers of web hosting or maintenance services)
- credit reference agents--see '**Credit checking**' below
- our business partners in accordance with the '**Marketing and opting out**' section above.

#### 8. **'Email a Friend'**

We may from time to time operate an 'Email a friend' service. This is a referral service, designed to make it easy for customers to recommend the Site and related websites or offers to a friend, and is a two-step process. First, a customer sends us the friend's name and email address, and secondly, we contact the friend, telling them who we are, and inviting them to take advantage of a particular offer, or to visit the Site. When we contact your friend, we always advise them of the name and email address of the friend who made the original referral. We will not use your friend's details for any other purpose.

## **9. Links to Third Parties' Sites**

We may provide links to other websites. Before supplying any personal information to any other website, we recommend that you check that website's Privacy Policy. We do not accept responsibility for the protection of any data supplied to other sites.

## **10. Transfer to Third Parties**

The information that we collect from you may be transferred to, and stored at, a destination outside the European Economic area (**EEA\***). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your information, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this Privacy Policy.

\* The EEA comprises the EU member states plus Norway, Iceland and Liechtenstein.

## **11. Cookies**

We may collect information about your computer, such as your IP address and/or browser, which we will use for administration purposes and statistical analysis. This information will not usually identify you personally. We may use cookies to monitor how you are using the Site, as these will help us make improvements for the future. You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies, but if you do so, you may lose some of the functionality of this website.

## **12. Internet**

The Site uses a security system that protects your information from unauthorised use. However, as no data transmissions over the Internet can be guaranteed to be 100% secure, we cannot take responsibility for any unauthorised access or loss of personal information that is beyond our control. Please remember that other methods of Internet communication, such as emails and messages sent via a website, are not secure unless they are encrypted. We take no responsibility for any unauthorised access or loss of personal information that is beyond our control.

## **13. Our contact details**

We welcome your feedback and questions. If you wish to contact us, please send an email to [info@hawkeronline.com](mailto:info@hawkeronline.com) or you can write to us at Allaero Limited, Hawker House, Link 10, Napier Way, Crawley, West Sussex. RH10 9RA, UK or call us on 44 (0)1293 592125. Our registered office is Allaero Limited, Hawker House, Link 10, Napier Way, Crawley, West Sussex. RH10 9RA. UK.

Whilst we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data which are transferred from you or to you via the internet.

#### **14. Changes to Privacy Policy**

We may change this privacy policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version which will apply each time you access this website.

#### **15. Your rights**

You have the right, subject to the payment of a fee (currently £15) to request access to personal data which we may process about you. If you wish to exercise this right you should:

- put your request in writing
- include proof of your identity and address (eg a copy of your driving licence or passport, and a recent utility or credit card bill)
- attach a cheque in the amount of £15 made payable to Allaero Limited
- specify the personal data you want access to, including any account or reference numbers where applicable.

You have the right to require us to correct any inaccuracies in your data free of charge. If you wish to exercise this right you should:

- put your request in writing
- provide us with enough information to identify you (eg account number, username, registration details)
- specify the information that is incorrect and what it should be replaced with.

You also have the right to ask us to stop processing your personal data for direct marketing purposes. If you wish to exercise this right you should:

- put your request in writing (an email sent to [info@hawkeronline.com](mailto:info@hawkeronline.com) with a header that says 'Unsubscribe' is acceptable)
- provide us with enough information to identify you (eg account number, username, registration details)
- if your objection is not to direct marketing in general, but to direct marketing by a particular channel (eg email or telephone) please specify the channel you are objecting to.