

Privacy Policy

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

(2) What information do we collect? - We may collect, store and use the following kinds of personal information:

(a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views, and website navigation

(b) information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any purchases you make of our goods or services

(c) information that you provide to us for the purpose of registering with us

(d) information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters

(e) any other information that you choose to send to us

(3) Cookies - We use cookies on this website.

The Google Analytics features we have implemented based on Display Advertising include Remarketing, Google Display Network Impression Reporting, the DoubleClick Campaign Manager integration, and Google Analytics Demographics and Interest Reporting.

Website visitors can prevent their data from being collected and used by Google Analytics by installing the “Google Analytics Opt-out Browser Add-on”. For details please visit <https://tools.google.com/dlpage/gaoptout/>

We use Remarketing with Google Analytics to advertise online. Third-party vendors, including Google, may show our ads on sites across the Internet. First Sleep Limited and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on someone's past visits to our website.

First Sleep Limited and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) together to report how our ad impressions, other uses of ad services, and interactions with these ad impressions and ad services are related to visits to our site.

First Sleep Limited has implemented Google Analytics Demographics and Interest Reporting. We use data from Google's Interest-based advertising or 3rd-party audience data (such as age, gender, and interests) to target our advertising.

(4) Using your personal information - Personal information submitted to us via this website will be used for the purposes specified in this privacy policy or in relevant parts of the website. We may use your personal information to:

- (a)** administer the website
- (b)** improve your browsing experience by personalising the website
- (c)** enable your use of the services available on the website
- (d)** send to you goods purchased via the website, and supply to you services purchased via the website
- (e)** send statements and invoices to you, and collect payments from you
- (f)** send you general (non-marketing) commercial communications
- (g)** send you email notifications which you have specifically

requested

(h) send to you our newsletter and other marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications)

(i) deal with enquiries and complaints made by or about you relating to the website

Where you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the license you grant to us. We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing.

(5) Disclosures - We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy. In addition, we may disclose your personal information:

(a) to the extent that we are required to do so by law

(b) in connection with any legal proceedings or prospective legal proceedings

(c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk)

(d) to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling

(e) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

Except as provided in this privacy policy, we will not provide your information to third parties. In addition, personal information that you submit for publication on the website will be published on the internet and may be available, via the internet, around the world. We cannot prevent the use or misuse of such information by others.

(7) Security of your personal information - We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password- and firewall- protected) servers.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

You are responsible for keeping your password and user details confidential. We will not ask you for your password (except when you log in to the website).

(8) Policy amendments - We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes. We may also notify you of changes to our privacy policy by email.

(9) Your rights - You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to:

(a) the payment of a fee (currently fixed at £10.00) and

(b) the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

We may withhold such personal information to the extent permitted by law. You may instruct us not to process your personal

information for marketing purposes by email at any time. In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal information for marketing purposes.

(10) Third party websites - The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

(11) Updating information - Please let us know if the personal information which we hold about you needs to be corrected or updated.

(12) Contact - If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to info@firstsleep.co.uk or by post to our registered address

(13) Data controller - The data controller responsible in respect of the information collected on this website is Ralph Odendaal. Our data protection registration number is available on request by emailing info@firstsleep.co.uk. We collect and store information about our clients which includes contact and billing information. We use this information to contact our clients via email, telephone and the postal service.

The nature of First Sleep Limited and e-mail marketing systems means that by necessity we collect and store information securely on behalf of our clients. This information includes, but is not limited to, email address lists, survey information and usage statistics.

First Sleep Limited is the sole owner of information collected on www.firstsleep.co.uk. Any information we collect will be subject to this privacy policy. We will not sell or rent information to third parties. Where we are required to disclose information in order to comply with the law, law enforcement, assist legal process or obey court orders etc. we will do so in good faith. Information may be disclosed to government, on request. It may also be seen by our auditors and professional advisors solely for their professional purposes.

Data Security

firstsleep.co.uk has security measures in place to protect the information held within it. Client accounts are password-protected and responsibility for the security of the client password remains with the client.

Questions

If you have any questions please email info@firstsleep.co.uk