

Privacy Policy and Data Protection

Sussex Pitbikes are committed to respecting the privacy of our customers and users of our website.

The Data Protection Act defines UK Law on the processing of people's data and is the main piece of legislation that governs the protection of personal data in the UK. It gives people the right to know what information is held about them and provides a framework to ensure that personal information is handled properly.

The Act states that anyone who processes personal information must comply with the following:

- Personal information is fairly and lawfully processed.
- It is processed for limited purposes only
- The information is accurate and up to date
- Not kept for longer than necessary
- Processed in accordance with your rights
- Data is secure and not transferred.

It also provides individuals with the right to find out what personal information is held.

This privacy policy governs the manner in which Sussex Pitbikes uses, maintains and discloses information collected from customers and website users. We will do everything possible to ensure that your right to privacy is maintained and protected. Information Sussex Pitbikes may request or collect personal information from online users in a variety of ways, including through online forms for ordering products and services, and other instances where users are invited to volunteer such information. The information collected is personal information that identifies you personally, such as: Your name, E-mail address, Postal address and Telephone numbers. We may also collect information on how users access the Website by using a tracking ID unique to each user through the use of cookies.

What are Cookies?

A cookie is a piece of data stored on the user's computer tied to information about the user. Sussex Pitbikes may use both session ID cookies and persistent cookies. For session ID cookies, once you close your browser or log out, the cookie terminates and is erased. A persistent cookie is a small text file stored on your computer's hard drive for an extended period of time. Your browser's help file contains information and instructions for removing persistent cookies. Session ID cookies may be used by us to track user preferences while the user is visiting the website. They also help to minimise load times and save on server processing. Persistent cookies may be used to store, for example, whether or not you want your password remembered, or other such information. Cookies used on the Website do not contain personally identifiable information. We use Google Analytics on our website. How Google uses the data when you use our website may be found here. You may disable the Google Analytics function by means of a browser add-on to ensure the prevention of the sending of any analytical information to Google.

Log Files

Like most standard Websites, Sussex Pitbikes use log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyse trends, administer the site, track user's movement in the aggregate, and gather broad demographic information for aggregate use. However, none of the information stored in the log files, including but not limited to IP addresses, is linked to personally identifiable information.

How we use this information

Sussex Pitbikes may use the personally identifiable information collected by us for research purposes regarding the effectiveness of Website services, marketing, advertising and sales efforts. Sussex Pitbikes will not in any way share this information with a third party either for free or by selling it, unless you specifically authorise such disclosures.

Special Offers

Sussex Pitbikes users may occasionally receive information on products, services, offers, and possibly a newsletter. Out of respect for the privacy of users, Sussex Pitbikes presents the option to not receive these types of communications.

Legal Disclaimer

Though every effort is made to preserve your privacy, we may need to disclose personal information when required to by law. If it is deemed necessary that such action needs to be taken, we will comply with judicial proceedings should a court order or legal process be served on Sussex Pitbikes.

The website contains links to other sites. Please be aware that Sussex Pitbikes are not responsible for the privacy practices of such other sites. You are encouraged to read the privacy statements of each and every web site that collects personally identifiable information. The Sussex Pitbikes Privacy Policy as described herein applies solely to information collected by Sussex Pitbikes.

Maintenance of Information

The information provided to Sussex Pitbikes is saved indefinitely and may be stored on one or more databases directly or indirectly maintained by 1&1; our website provider. 1&1 employs industry standard security measures to protect the confidentiality of the information. Although we cannot guarantee that any loss, misuse or alteration of data will not occur; every effort is made to prevent such occurrences.

Your Responsibility

You are responsible for the security of your account number and passwords. Make sure you keep it in a safe place and do not share it with others. Always remember to log out after your session ends, to ensure that others cannot access your private personal information. You should take this precaution even if you are not using a public computer, such as at a library or internet café, but even when using your private computer in your home.