

# ZERO FIFTY

## OUR PRIVACY POLICY

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Your privacy is important to us which, is why we only collect and use data in ways that are beneficial to you. Our Privacy Policy explains this in full, including how we collect, use, disclose, transfer, and store all data that you provide us. Please read Our Privacy Policy carefully and ensure that you understand it as, by using our website, you are deemed to accept Our Privacy Policy. If you do not agree to Our Privacy Policy, please stop using our website immediately. Lastly, if you have any questions about Our Privacy Policy, please do not hesitate to ask us by sending a message to [david-and-alexa@zero-fifty.com](mailto:david-and-alexa@zero-fifty.com).

## WHO ARE WE?

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We are FUTURE WORLD DESIGNS LTD, a limited by shares company registered in England under 08672828, whose registered address and main trading address is Two Vine Street, York, North Yorkshire, YO23 1BB. We are both the writers and the publishers of ZERO-FIFTY – an all-encompassing global solution to climate change. We also own and operate the website, [www.zero-fifty.com](http://www.zero-fifty.com).

## WHEN WAS OUR PRIVACY POLICY CREATED?

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Our Privacy Policy was created on the 1<sup>st</sup> May 2017. Since its creation, there have been no further amendments.

## WHAT DATA DO WE COLLECT?

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Some data will be collected automatically by our website in the form of cookies, and other data will only be collected if you

voluntarily submit it, for example, when purchasing a copy of the ZERO-FIFTY book. Depending on your use of our website, we may collect some or all of the following data:

- Your name.
- Your company name.
- Your contact information such as email addresses and telephone numbers.
- Your delivery information such as your address and postcode.
- Your financial information such as credit/debit card numbers.
- Your IP address (automatically collected).
- Your web browser type and version (automatically collected).
- Your operating system (automatically collected).
- A list of URLs which detail where websites users were referred to us from (automatically collected).
- Your activity on our website (automatically collected).
- The website you exit to (automatically collected).

## HOW DO WE USE YOUR DATA?

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We use your data to improve the services we provide you. This includes:

- Personalising and tailoring your experience on our website.
- Supplying our products and services to you.
- Providing you with updates about the products that you have purchased.
- Responding to communications from you.
- Supplying you with email newsletters that you have subscribed to.

- Analysing your use of our website so that we can continually improve your user experience.

Please rest assured, we will never send you any unsolicited marketing or spam and will take all reasonable steps to ensure that we fully protect your rights and comply with our obligations under the UK data protection act 1998 in addition to the privacy and electronic communications (EC Directive) regulations.

## HOW DO WE SECURE YOUR DATA?

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Data security is of great importance to us, and to protect your data, we have put in place a variety of measures to safeguard the data we collect from you. This includes the following:

- Only keeping your data for as long as we need to and for as long as we have your permission to keep it.
- Ensuring all data transferred between our server and your web browser is encrypted.
- Password protecting all data that we hold about you.
- Encrypting all backups of personal data that we create.
- Ensuring all emails we send to you are encrypted.
- Undertaking daily scans of our site to ensure no malware is present.
- Using a PCI Service Provider Level 1 payment gateway. This is the most stringent level of certification available in the payments industry.

If you would like more information about the measures that we take to protect your data, please feel free to ask for a copy of our 'Data Protection Policy' by sending a message to [david-and-alexa@zero-fifty.com](mailto:david-and-alexa@zero-fifty.com).

## WHERE DO WE STORE YOUR DATA?

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Your data is stored on servers in Toronto, Canada and a backup of your data is stored on servers in St Ghislain, Belgium. This means some of your data will be transferred and stored outside of the European Economic Area. We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the EEA and under the Data Protection Act 1998. You are deemed to accept and agree to your data being stored in this manner by using our website and submitting information to us.

Despite the security measures that we take, it is important to remember that the transmission of data via the internet may not be completely secure and you are advised to take suitable precautions when transmitting data to us when using the internet.

## DO YOU SHARE MY DATA?

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We contract with third parties to supply products and services to you on our behalf. This includes payment processing and goods delivery. In some cases, the third parties may require access to some or all of your data. Where any of your data is used for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party.

We may compile statistics about the use of our website including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates and partners.

In certain circumstances, we may be legally required to share some of your data held by us. Examples of this include court orders and government requests. Please be aware, in such circumstances, we will not require any further consent to share your data with the parties involved.

## CAN I SEE THE DATA YOU HOLD ABOUT ME?

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You are welcome to request a copy of the personal data we hold about you. Please simply send us a request at [david-and-alexa@zero-fifty.com](mailto:david-and-alexa@zero-fifty.com).

## CAN YOU REMOVE THE DATA YOU HOLD ABOUT ME?

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If you would like any of the data that we hold about you removed, please send us a message at [david-and-alexa@zero-fifty.com](mailto:david-and-alexa@zero-fifty.com). Where ever possible, we will then delete the data from our servers.

## CAN I WITHHOLD MY DATA?

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You can access our website without providing any data at all. You can do this by not completing any of the online forms and restricting our use of cookies within your internet browser. Please

be aware though, by restricting cookies in your browser, you may impair the functionality of both our website and other websites that you visit. For more details, please refer to [Our Cookie Policy](#).

## DOES YOUR PRIVACY POLICY EVER CHANGE?

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From time to time, we may need to update Our Privacy Policy because of a change in the website's functionality or the applicable laws. When we do so, we will post a news entry notifying you that Our Privacy Policy has been changed. You are therefore advised to check our news page from time to time. Any such changes will go into effect 30 days after we post the new policy.

## DO YOU HAVE ANY OTHER TERMS OR POLICIES?

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Use of our website is also governed by [Our Cookie Policy](#) and [Our Terms of Use](#). Please ensure you read both these documents carefully and ensure that you understand them as, by using our website, you are deemed to accept them both.

## WHAT HAPPENS IF YOUR BUSINESS CHANGES HANDS?

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In the future, we may expand or reduce FUTURE WORLD DESIGNS LTD, and this may involve the sale or the transfer of some or all parts. If this happens, we will contact you in advance, informing you of the changes that are going to take place. Relevant data provided by you will then be transferred to the new owner who will be legally bound to continue using your data under the terms of Our Privacy Policy.

## WHERE CAN I GET FURTHER INFORMATION?

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If you have any questions about Our Privacy Policy or our website in general, please contact us by email at [david-and-alex@zero-fifty.com](mailto:david-and-alex@zero-fifty.com), by telephone on 01904 466 020, or by post at FUTURE WORLD DESIGNS LTD, Two Vine Street, York, North Yorkshire, YO23 1BB, United Kingdom.