

This Privacy and Cookie Policy explains how FP uses personal information we collect and how you can limit our use of that personal data.

### **1. What information do we gather?**

We will only gather information that you submit to us through one of our webforms, this will enable us to contact you about services and supplies that you have requested

### **2. How do we gather information?**

The information is gathered and stored using Jotforms which allows us to analyse which type of customer visits us and when

### **3. Use of your information**

We will only use your information to contact you about our products and services and will not pass your information to third parties outside of the FP UK group

### **4. Accessing and updating your personal information**

If you wish to inform us of a change of address or other information relating to your franking machine account you can do so in our customer help centre pages

### **5. Cookies**

5.1 A cookie is a small piece of information that is placed on your computer when you visit certain websites. Find out more about the use of cookies on <http://www.cookiecentral.com>.

5.2 We use cookies to:

(1) remember you when you visit this website to keep track of your browsing patterns and to build up a profile of how you and other users use the website.

(2) make our website work as efficiently as possible.

(3) administer services to you.

5.4 Business catalyst is the service we use to provide us with information about how users use our website. Click [here](#) to learn more information about how we use their third party service to collect and use information about this website.

### **6. Third party advertising cookies**

6.1 Most of the advertisements you see on the website are generated by third parties.

Some of these third parties generate their own cookies (or web beacons) to track how many people have seen a particular advertisement (or use the services of third parties to do this), and to track how many people have seen it more than once. These cookies cannot be used to identify an individual; they can only be used for statistical purposes, for example, in providing you with advertisements that are more relevant to your interests. Some of the information gleaned from third party cookies will be aggregated

with other anonymous information for statistical purposes. The third party companies that generate these cookies have their own, very strict, privacy policies but we don't have access to these cookies; other than allowing them to be served, we have no role to play in these cookies at all (although we may use statistical information arising from these third party cookies and provided to us by third parties, to improve the targeting of advertisements to users of the website).

6.2 If you would like to disable "third party" cookies generated by advertisers or providers of targeted advertising services, you can turn them off by going to the third party's website and getting them to generate a one-time "no thanks" cookie that will stop any further cookies being written to your machine. Here are links to the two main third party advertising platforms we use, each of which have instructions on how to do this:

[http://www.doubleclick.com/us/about\\_doubleclick/privacy/ad-cookie/](http://www.doubleclick.com/us/about_doubleclick/privacy/ad-cookie/)

<http://www.audiencescience.com/privacy>

6.3 You can also visit the trade body representing these advertising companies for more information on how to opt out of these cookies: <http://youronlinechoices.com/>

## **7. Security**

7.1 We invest in high-quality security and do our utmost to protect user privacy. No data transmission over the Internet can be entirely secure, and therefore we cannot guarantee the security of your personal information and/or use of the website. Any information that you send is at your own risk and may be read by others. However once we have received your personal information we use strict procedures to protect the security of your personal information.

## **8. Where we store your personal information**

8.1 The personal information that we collect from you is stored in Jotforms

## **9. Changes to this Policy**

9.1 If we change our Policy, we will post the changes on this page. Please check the website regularly for any changes to this Policy.

## **10. If you don't feel we're adhering to this Policy, what should you do?**

10.1 If you believe that we have not adhered to this Policy, please notify us by email at [enquiries@fpmailing.co.uk](mailto:enquiries@fpmailing.co.uk) and we will try to solve the problem promptly.

*This Policy was last updated on October 9th, 2013.*