

Silver Fox Data Protection Statement

This Website is operated by Silver Fox Limited (registration number 1318066) with its registered office at Swallow Court, Swallowfields, Welwyn Garden City AL7 1SA ("Silver Fox"). Silver Fox uses your personal information as defined in the Data Protection Act 1998 ("Information") in accordance with all relevant data protection legislation including the Data Protection Act 1998.

By using the Silver Fox website ("Website") you accept the terms of this Data Protection Statement.

1. Information

1.1 Silver Fox will ask your consent whenever you intend to submit Information via the Website.

1.2 Silver Fox may collect and store Information whenever you use the Website by the use of Cookies which are alphanumeric identifiers that may in some cases be transferred to your computer's hard drive via your browser to enable our computers to recognise your browser when you use the Website. The use of cookies is an industry standard, and most major websites use them to provide functionality and personalisation for their customers.

Browsers can be adjusted to prevent acceptance of cookies or notify the user on receipt of cookies. If your computer is unable to accept cookies, the Website will operate but not so efficiently.

Cookies in themselves do not personally identify users, although they do identify a user's computer.

1.3 Our web-servers may automatically store the following Information about you: your ISP, your IP address, your web browser type and version, the number of colours your screen is displaying, your operating system, the URL you clicked to get to the Website, and what your e-shop currency preferences are and this Information is per session only and is used to make the website operate more efficiently.

1.4 You do not have to provide any Information in order to use the Website. Access to certain sections and features of the Website is dependant upon the provision of Information and without that Information Silver Fox may be unable to provide such access or features. You may be asked to provide the following Information in the course of using the Website; name, company name, address, e-mail address, telephone number and fax number.

2. Silver Fox's use of Information

2.1 Silver Fox will use Information as follows:

2.1.1 To supply goods and/ or services as requested by you including such transfer of Information to employees, agents and third parties as required for this purpose.

2.1.2 For administration purposes.

2.1.3 To market Silver Fox services to you.

2.1.4 To undertake credit checks upon you.

2.1.5 For transfer outside the European Economic Area as required only for the purposes in this Data Protection Statement.

2.2 Silver Fox may transfer its business assets (which include Information) on sale or merger of any part of its business.

2.3 Silver Fox may transfer its Information as required to obtain legal advice, comply with legal requirements, protect its rights and property, and the safety of its employees, clients, suppliers and others.

3. Data Protection Rights

3.1 The Data Protection Act 1998 gives you certain rights including a right to request a copy of your Information and to have inaccurate Information corrected.

4. Enquiries

4.1 If you have any comments, questions or requests please e-mail marketing@silfox.com For more information on data protection legislation and related matters please visit the Information Commissioner's website at www.dataprotection.gov.uk