

**ANT HIRE LIMITED  
PRIVACY POLICY**

This is Ant Hire Limited's policy on our use of personal information that we may obtain from and about you. By registering as a user of the services provided by us and by using our website generally you agree to the following.

- 1 When you register and use our website you will be asked to provide certain information such as your contact details. We will store this data and hold it on computers or otherwise. We will use this data to fulfil our agreement with you.
  
- 2 We may use the information that you provide or that is obtained by us for the following purposes.
  - 2.1 To register you with our website and to administer the website services.
  - 2.2 For assessment and analysis (e.g. market, customer and product analysis) to enable us to review, develop and improve the services which we offer.
  - 2.3 For the prevention and detection of fraud.
  - 2.4 To administer any prize draws or competitions you enter.
  
- 3 We may give information about you, under conditions of confidentiality, to the following, who may use it for the same purposes as set out above:
  - 3.1 to other companies in our group;
  - 3.2 to employees and agents of us or our group to administer or improve any accounts, products and services provided to You by Us or the group now or in the future;
  - 3.3 to other organisations for the administration of prize draws or competitions you enter.
  
- 4 We may also disclose your information:
  - 4.1 to anyone to whom we transfer or may transfer our rights and duties under our agreement with you;
  - 4.2 if we have a duty to do so or if the law allows us to do so.
  - 4.3 In order that we can monitor and improve our website, we may gather certain information about you when you use it, including details of your domain name and IP address, operating system, browser, version and the website that you visited prior to our site.

- 5 New technologies are emerging on the Internet that help us to deliver customised visitor experiences. In particular, there is a technology called "cookies" which may be used by us to provide you with customised information from our website. A cookie is an element of data that a website can send to your browser, which may then store it on your system. Cookies allow us to understand who has seen which pages and advertisements, to determine how frequently particular pages are visited and to determine the most popular areas of our website. Cookies also allow us to make our website more user friendly by, for example, allowing us to save your password so that you do not have to re-enter it every time you visit our website. We use cookies so that we can give you a better experience when you return to our website. Most web browsers automatically accept cookies. You do not have to accept cookies, and you should read the information that came with your browser software to see how you can set up your browser to notify you when you receive a cookie, this will give you the opportunity to decide whether to accept it.
- 6 We may supplement the information that you provide to us with information that we receive from third parties.
- 7 We endeavour to take all reasonable steps to protect your personal information. However, we cannot guarantee the security of any data you disclose on-line. You accept the inherent security risks of providing information and dealing on-line over the Internet and will not hold us responsible for any breach of security unless this is due to our negligence or wilful default.
- 8 You have the right to see personal data (as defined in the Data Protection Act) that we keep about you, upon receipt of a written request and payment of a fee. If you are concerned that any of the information we hold on you is incorrect please contact us.
- 9 Please be aware that our site may link to other websites which may be accessed through our site. We are not responsible for the data policies or procedures or the content of these linked websites.
- 10 In the course of undertaking the activities specified in this policy, we may transfer data outside the European Economic Area to countries which do not have data protection laws or to countries where your privacy and other fundamental rights may not be protected as extensively as in the United Kingdom.
- 11 If you want to be removed from our mailing list, or have us delete your details from our database, or have us change any of the registered details we hold about you, please send an email to [ ] detailing your request. Please note that it may take up to 28 days to action your request.