

PRIVACY POLICY

We have developed this policy because we want you to feel confident about the privacy and security of your personal information.

Who are we?

Reality Solutions Limited is an IT and reseller business that provide IT and related services in the UK. When we refer to "we" or "our" or "RS" we are referring to Reality Solutions Limited.

Why do we have a Privacy Policy?

We have developed this policy because we want you to feel confident about the privacy and security of your personal information. RS takes all reasonable care to prevent any unauthorised access to your personal information. When we refer to "personal information" in this privacy policy, we mean information, which identifies you as an individual, or is capable of doing so. Accordingly, we may hold and use data about you in your capacity as a consumer, a business customer, as an individual acting on behalf of a business customer, as a shareholder, or in any other capacity, for example, when you visit our websites. Please read this privacy policy carefully. If you are visiting any of our websites or using any our services, by continuing to do so, you indicate your agreement to our use of your personal information as set out in this privacy policy.

What does this privacy policy cover?

This privacy policy only applies to how RS deals with your personal information. It does not apply to any other company or to any other company's websites even if you access them through RS. If you disclose your personal information to other companies your information will be dealt with according to their privacy practices.

What personal information do we collect about you, and when do we collect it?

We may ask you for information to enable us to provide a service to you and we collect this information by telephone, written correspondence or via a website. We may ask you for information including your name, private/business address, contact telephone numbers and email address. We may also ask you for other information that relates to the service you are using or ordering. For example, we may need your credit card number to charge you for certain services.

What personal information do we collect about you from other companies and organisations?

- We may receive personal information about you from other companies and organisations (for example, for marketing purposes) and we rely on these third parties to obtain your consent for us to use this information. - Please note that when you order goods and services from RS we may make enquiries about you for credit reference purposes. These enquires include searching your records held by Experian / Equifax or any other credit reference agency and checking any details held on you by the Interactive Media in Retail Group (IMRG) Security Alert or any other fraud prevention scheme. At all times where your information is disclosed to us we will protect it in accordance with this policy and keep it secure.

Do we share your personal information with anyone else?

We may share your personal information with other parts of RS to enable them to conduct their own businesses and to market their products and services to you. If you believe the personal information we hold on your is incorrect you may amend it by following the procedure set out below in "How can I change the personal information RS holds about me?"

For how long does RS keep personal information?

The time period for which we keep information varies according to what the information

is used for. In some cases, there are legal requirements to keep data for a minimum period. Unless there is a specific legal requirement for us to keep the information, we will retain it for no longer than is necessary for the purposes for which the data was collected or for which it is to be further processed.

How can I find out what personal information RS holds about me?

If you want specific information please tell us and give us any relevant information to enable us to locate the information about you because this will speed up our reply. We may be able to provide the specific information you want without you having to make a formal request. You can make a formal request if you want to know what personal information RS holds about you. In this case, please put your request in writing and send it to us enclosing a cheque for the administration fee of £10 made payable to Reality Solutions Limited. The address is: Data Protection Manager, Burnett Buildings, West Carr Lane, Kingston Upon Hull, HU7 0AW

How can I change the personal information RS holds about me?

If the information we hold about you is inaccurate, please let us know and we will make the necessary amendments and confirm that these have been made.

How can I manage RS's contact with me for marketing purposes?

You may choose not to receive marketing information from RS and, if you are already receiving such information from us, you can ask us to stop at any time. If you would like RS not to call or mail you with details of products, services and special offers, please call 01482 828000. If you would like to stop unsolicited telemarketing calls from companies (including RS), please contact the Telephone Preference Service on 0845 0700707 or do this online at www.tpsonline.org.uk and register your telephone number(s). Direct marketing calls should stop after 28 days. If you would like to stop unsolicited direct marketing mailings companies (including RS), please contact the Mail Preference Service on 0845 7034599 or do this online at www.mpsonline.org.uk. Direct marketing mailers should stop or significantly reduce after 3 months. (Remember to re-register if you change your address).

How do we protect your personal information?

We are serious about guarding the security of your personal information and the details of any transactions made. We take appropriate organisational and technical security measures to protect your data against unauthorised disclosure or processing.

How do you find out about changes to our privacy policy?

We may change our privacy policy from time to time. New policies will be published on our web sites.

Does RS's privacy policy protect me when I use RS's websites?

RS's privacy policy also applies to information collected when you use any of our websites. You do not have to register to access most of our websites. However, if you provide information via the "contact us" or any of the other interactive features, you indicate your consent to our use of your personal data in the manner described in this privacy policy. - If you do register on one of our websites, we may ask you to provide personal details such as name, address, e-mail address, telephone number and, where appropriate, RS account number. - We may keep a record of your use of any of the services made available via that particular website. (Please see "When does RS use cookies" below for more information on how we do this). - If you choose not to register with us and only browse our websites, we may gather information to help make your visit to our website more satisfying. However, this information will not identify you personally. (Please see "When does RS use cookies" below for more information on how we do this). - If you do not wish to register, you will still be able to use and order some of the services offered via our websites. We will only ask you to provide such information as necessary to enable us to carry out the transaction in question. We will not use that

information for any other purpose. You should note that some services are only available if you register on the website first.

When do we use cookies?

A "cookie" is a text file which is allocated by our server to your personal computer (PC) when you visit areas of our website. If you want to know more about cookies please go to www.allaboutcookies.org which explains how cookies work and how you can manage their use. We use "cookies" to collect information from visitors to our websites and registered customers. We do not store information regarding your telephone number, account or payment details in the cookie, and this information cannot be accessed using it. RS's cookies do not collect any information regarding the use of your PC or your Internet browsing in any way. Please note that as the cookie is based on your PC, we will not find it if you visit our websites using a different PC to the one you registered on.

How do you disable cookies?

All types of cookies can be removed from your PC but there may be some deterioration in the service you receive (for example, you may receive many pop up boxes containing the same advertisements or you may not be able to access a page you earlier personalised). Your browser lets you choose whether to accept, not to accept or to be warned before accepting cookies. These settings can be found in the advanced preferences In Internet Explorer 6 select: Tools menu / Internet options / Privacy In Netscape 7.1 select: Edit menu / Preferences / Privacy and Security / Cookies In Firefox select: Tools menu / Options / Privacy / Cookies For removing the "Remember me" cookie, just unpick the box when you sign in.

Are third party sites covered by this policy?

Third party Internet sites that you can link to from RS's websites are not covered by our privacy policy, so we urge you to be careful when you enter any personal information online. RS accepts no responsibility or liability for these sites. Other companies which advertise or offer their products or services on our website may also allocate cookies to your PC. The types of cookies they use and how they use the information generated by them will be governed by their own privacy policies and not ours.