



## **Privacy Policy**

This Master Privacy Policy ("Privacy Policy") explains the collection, use, and disclosure of "personal information" by Avalon Consultancy Services Ltd, a UK Corporation. This Privacy Policy includes products and services provided through websites that Avalon Consultancy Services Ltd operates, which include, but are not limited to, [www.avaloncsl.com](http://www.avaloncsl.com) ("Avalon Consultancy Services Ltd Website") and [www.avaloncsl.co.uk](http://www.avaloncsl.co.uk), (collectively, together with all sub-domains thereof). Avalon Consultancy Services Ltd does not operate the website at <http://twitter.com> or any other 3rd party service featured within or as part of this or any other Avalon Consultancy Services Ltd website. Furthermore, this Privacy Policy does not apply to any of the websites operated by affiliates of Avalon Consultancy Services Ltd. This Privacy Policy also explains our commitment to you with respect to our use and disclosure of non-personal browsing and site usage data that Avalon Consultancy Services Ltd collects as the provider of the Websites. That commitment is contained in a "Data Usage Policy," below. As used in this policy, "personal information" means information that would allow a party to identify you such as, for example, your name, address or location, telephone number or email address. By accessing the Websites or using Avalon Consultancy Services Ltd, you are accepting and agreeing to the practices described in this Privacy Policy.

### **Our Principles**

Avalon Consultancy Services Ltd is committed to handling responsibly the information and data we collect about you through our Websites, whether personal information or non-personal browsing and site usage data. We have designed our Privacy Policy and our Data Usage Policy consistent with the following principles (the "Principles"):

1. Privacy policies and data collection and use policies should be human readable, comprehensive, and easy to locate;
2. Only the minimum amount of information reasonably necessary to provide you with services should be collected and maintained, and only for so long as reasonably needed or required;
3. Information you provide through our Websites, or that we gather as a result of your use of our Websites, should not be used for marketing or advertising purposes, nor should it be provided voluntarily (without your permission) to anyone else unless required; and
4. Unless restricted or prohibited by law, and provided your email address has been collected and retained, you should be notified when circumstances require Avalon Consultancy Services Ltd to provide a third party with your personal information.

### **Personal Information Avalon Consultancy Services Ltd Collects**

We may collect personal information at several places on the Websites, including without limitation:

1. When you provide us with your personal information such as by sending an email to us or signing up to receive a newsletter or our events listing;

2. When you subscribe to one of our email lists or register to establish a user account on any of our Websites;
3. When you provide personal information in connection with your participation in any of the blogs we make available.

### **What Avalon Consultancy Services Ltd does with Personal Information**

**Purchasing.** We use the personal information you provide to us during your online purchasing process. Your email address is retained in association with your account and historical purchase information. **Emails and Newsletters.** We use the personal information you provide to us when you send us emails or sign up to receive our newsletter or events listing in order to respond to your request — for example, to reply to your email or to send you communications about news and events related to Avalon Consultancy Services Ltd. When you subscribe to our newsletter, events list or one of our email discussion lists, your name and email address is sent to and stored by mailchimp.com (<http://mailchimp.com/>). You may unsubscribe from any such lists as and when you require.

### **Disclosures of Personal Information**

In general, it is not Avalon Consultancy Services Ltd's practice to disclose personal information to third parties. We may share personal information in two instances: First, Avalon Consultancy Services Ltd may share personal information with our contractors and service providers in order to maintain, enhance, or add to the functionality of the Websites or services. Second, we may disclose your personal information to third parties in a good faith belief that such disclosure is reasonably necessary to (a) take action regarding suspected illegal activities; (b) enforce or apply our Master Terms of Use and Privacy Policy; (c) comply with legal process, such as a search warrant, subpoena, statute, or court order; or (d) protect our rights, reputation, and property, or that of our users, affiliates, or the public. If Avalon Consultancy Services Ltd is required to provide a third party with your personal information (whether by subpoena or otherwise), then provided we have collected and retained an email address for you, Avalon Consultancy Services Ltd will use reasonable means to notify you promptly of that event, unless prohibited by law or Avalon Consultancy Services Ltd is otherwise advised not to notify you on the advice of legal counsel.

### **Security of Personal Information Collected via the Websites**

Avalon Consultancy Services Ltd has implemented reasonable measures to protect against unauthorized access to and unlawful interception or processing of personal information that Avalon Consultancy Services Ltd stores and controls. However, no website can fully eliminate security risks. Third parties may circumvent our security measures to unlawfully intercept or access transmissions or private communications. We will post a reasonably prominent notice to the Websites if any such security breach occurs. All websites, including [www.avaloncsll.com](http://www.avaloncsll.com) have security risks in addition to those described above. Among other things, websites can be vulnerable to DNS attacks, and using any website requiring registration may increase the risk of phishing. See Internet privacy on Wikipedia.

### **Data Usage Policy: Non Personal Browsing and Site Usage Information**

Our Data Usage Policy covers how we maintain and use information about you that is collected by our Websites and server logs. **Non Personal Browsing Information We Collect.** When you use the Websites, our servers (which may be hosted by a third party service provider) may collect information indirectly and automatically (through, for example, the use of your "IP address") about your activities while visiting the Websites and information about the browser you are using. **No Linking.** We do not intentionally link browsing information or

information from our server logs to the personal information you submit to us. We use this information for internal purposes only, such as to help understand how the Websites are being used, to improve our Websites and the features we provide, and for systems administration purposes. Avalon Consultancy Services Ltd may use a third party analytics provider to help us collect and analyse non personal browsing information through operation of our Websites for those same purposes. No Selling or Sharing. Except in the unique situations identified in this Privacy Policy, Avalon Consultancy Services Ltd does not sell or otherwise voluntarily provide the non-personal browsing information we collect about you or your website usage to third parties. No Retention. Avalon Consultancy Services Ltd discards non personal browsing information from our server logs once we have used the information for the limited purposes noted above; Notice. If Avalon Consultancy Services Ltd is required to provide a third party with your non personal browsing information, then Avalon Consultancy Services Ltd will use reasonable means to notify you promptly of that event, unless Avalon Consultancy Services Ltd is prohibited by law from doing so or is otherwise advised not to notify you on the advice of legal counsel. Any other non-personal information that we collect which is not described specifically in this Privacy Policy will only be collected and used in accordance with the Principles.

### **Use of Cookies**

Avalon Consultancy Services Ltd Website uses "cookies" to help you personalise your online experience. A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize Avalon Consultancy Services Ltd pages, or register with Avalon Consultancy Services Ltd site or services, a cookie helps Avalon Consultancy Services Ltd to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Avalon Consultancy Services Ltd Web site, the information you previously provided can be retrieved, so you can easily use the Avalon Consultancy Services Ltd features that you customised.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Composites UK - Promoting the UK Composites Industry services or Web sites you visit.

### **Reorganisation or Spin-Offs**

Avalon Consultancy Services Ltd may transfer some or all of your personal and/or non personal browsing information to a third party as a result of a reorganisation, spin-off or similar transaction. Upon such transfer, the acquirer's privacy policy will apply. In such event, Avalon Consultancy Services Ltd will use reasonable efforts to notify you and to ensure that at the time of the transaction the acquirer's privacy policy complies with the Principles.

### **Third-Party Sites**

The Websites may include links to other websites. You should consult the respective privacy policies of these third-party sites. This Privacy Policy does not apply to, and we cannot control the activities of, such other websites.

### **Special Note to International Users**

The Websites are hosted in the United Kingdom. If you are accessing the Websites from the United States, Asia, or any other region with laws or regulations governing personal data collection, use and disclosure that differ from UK laws, please note that you are transferring your personal data to the UK which does not have the same data protection laws as the US and other regions. By providing your personal data you consent to:

1. The use of your personal data for the uses identified above in accordance with the Privacy Policy; and
2. The transfer of your personal data to the United Kingdom as indicated above.

### **Changes and Updates to this Privacy Policy**

We may occasionally update this Privacy Policy. When we do, we will also revise the Effective Date below. We encourage you to periodically review this Privacy Policy to stay informed about how we are protecting the personal information we collect. Your continued use of the Websites constitutes your agreement to this Privacy Policy and any updates.

Effective Date: 1 January 2013