

---

**PRIVACY POLICY – MOBILESTATS**

---

**BACKGROUND:**

This Policy applies as between you, the User of this Web Site and MobileSTATS the owner and provider of this Web Site. This Policy applies to our use of any and all Data collected by us in relation to your use of the Web Site and any Services or Systems therein.

**1. Definitions and Interpretation**

In this Policy the following terms shall have the following meanings:

<b>“Account”</b>	means collectively the personal information, Payment Information and credentials used by Users to access Material and / or any communications System on the Web Site;
<b>“Content”</b>	means any text, graphics, images, audio, video, software, data compilations and any other form of information capable of being stored in a computer that appears on or forms part of this Web Site;
<b>“Cookie”</b>	means a small text file placed on your computer by MobileSTATS when you visit certain parts of this Web Site. This allows us to identify recurring visitors and to analyse their browsing habits within the Web Site. Where e-commerce facilities are provided, Cookies may be used to store your shopping basket details. Further details are contained in Clause 10 and Schedule 1 of this Policy;
<b>“Data”</b>	means collectively all information that you submit to the Web Site. This includes, but is not limited to, Account details and information submitted using any of our Services or Systems;
<b>“MobileSTATS Group”</b>	means MobileSTATS, Nelson House, 1 Wren Close, Grange Park, Northampton Northamptonshire, NN4 5AY.
<b>“Service”</b>	means collectively any online facilities, tools, services or information that MobileSTATS makes available through the Web Site either now or in the future;
<b>“System”</b>	means any online communications infrastructure that Total Connexion Group makes available through the Web Site either now or in the future. This includes, but is not limited to, web-based email, message boards, live chat facilities and email links;
<b>“User” / “Users”</b>	means any third party that accesses the Web Site and is not employed by Total Connexion Group and acting in the course of their employment; and

**“Web Site”** means the website that you are currently using (www.mobilestats.co.uk) and any sub-domains of this site unless expressly excluded by their own terms and conditions.

## 2. **Data Collected**

Without limitation, any of the following Data may be collected:

- 2.1 name;
- 2.2 date of birth;
- 2.3 gender;
- 2.4 job title;
- 2.5 profession;
- 2.6 contact information such as email addresses and telephone numbers;
- 2.7 demographic information such as post code, preferences and interests;
- 2.8 financial information such as credit / debit card numbers;
- 2.9 IP address (automatically collected);
- 2.10 web browser type and version (automatically collected);
- 2.11 operating system (automatically collected);
- 2.12 a list of URLs starting with a referring site, your activity on this Web Site, and the site you exit to (automatically collected); and
- 2.13 Cookie information (see clause 10 below).

## 3. **Our Use of Data**

- 3.1 Any personal Data you submit will be retained by MobileSTATS for as long as you use the Services and Systems provided on the Web Site. Data that you may submit through any communications System that we may provide may be retained for a longer period of up to one year..
- 3.2 Unless we are obliged or permitted by law to do so, and subject to Clause 4, your Data will not be disclosed to third parties. This includes our affiliates and / or other companies within our group.
- 3.3 All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security, see clause 9 below.
- 3.4 Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Web Site. Specifically, Data may be used by us for the following reasons:
  - 3.4.1 internal record keeping;