

# GeoVation Privacy Policy

Ordnance Survey is committed to protecting and respecting your privacy, and we operate within the requirements of the *Data Protection Act 1998*. This Privacy Policy sets out the basis on which we will process any personal data that we collect from you, or that you provide to us, in connection with the GeoVation website at [www.geovation.org.uk](http://www.geovation.org.uk) (the **Website**).

We may amend this policy from time to time by updating this page. You may wish to check it each time you submit any personal data to us.

We recommend that you read this Privacy Policy alongside our Geovation Website Terms.

## 1 Information you provide to us:

- 1.1 If you register to use the forum you will be asked for a username and email address.
- 1.2 If you sign up to receive any newsletters then we will require your name and email address.
- 1.3 If you apply for any competitions we publicise on the Website, we may require your name, address, post code, telephone number and/or email address.
- 1.4 We may monitor and record telephone calls, and keep a record of them for quality control, training, and administration purposes. We may also record the number you use to call our customer service centre.
- 1.5 You may supply us with information via the web forum or bulletin boards. Please refer to the GeoVation Website Terms for our rules on User Submissions.

## 2 Information we store automatically:

- 2.1 Like many websites, we obtain certain information when your web browser accesses the Website. This is statistical data about our users' browsing actions and patterns, and we do not use it to identify any individual.

For example, we collect:

- a) the Internet protocol (**IP**) address used to connect your computer or other access device to the Internet;
  - b) aggregate computer and connection information such as browser type and version, operating system and platform; and
  - c) URL click stream information showing how users have reached our Website.
- 2.2 We may store information about you in a cookie, which we can access when you make return visits to the Website. We use cookies to keep track of your use of the Website and to improve the quality of our service.
  - 2.3 If you want to delete any cookies that are already on your computer, please refer to the instructions for your file management software to locate the file or directory that cookies are stored in. If you want to stop cookies being stored on your computer in the future, please refer to your browser manufacturer's instructions by clicking 'Help' in your browser menu. However, some features or services on the Website may not function properly without cookies.
  - 2.4 We may also use other browser data (such as Flash cookies or similar data) on certain parts of our Website for fraud prevention and similar purposes.

2.5 We may use software tools to measure and collect session information, including response times, download errors, length of visits and page interaction information.

### **3 How we use your information**

3.1 We may use your personal data to:

- a) provide you with services related to the Geovation Website;
- b) respond to email enquiries and complaints;
- c) monitor data traffic and any patterns of use;
- d) ensure the content of the GeoVation Website is fit for the purpose for which it was set up and to
- e) develop the experience of its users;
- f) monitor compliance with and enforce our GeoVation Website Terms;
- g) if you have consented, to let you know about updates and promotional offers in relation to other Ordnance Survey products and services which may be of interest to you.

3.2 With the exception of your email address, the personal information and any website details you provide on registering for the forum will be publicly viewable on your profile page. Any information you choose to post on a Website forum area is publicly viewable.

### **4 Sharing your information**

4.1 We are committed to protecting your privacy, and we share your personal data with other organisations only as follows:

- a) Service Providers: only to the extent that they need personal information to perform their functions (for example, to organise any events in connection with GeoVation) and for no other purpose.
- b) Other Organisations: If you have expressly given permission, we may share your information with third party organisations so they may contact you directly for the purposes to which you have consented.

### **5 Retaining your information**

5.1 We may store your personal data for as long as necessary to the relevant service. In general, we aim to store your personal data for at least a year after our last contact with you so we can respond to any follow-up enquiries or complaints from you.

5.2 We aim to keep the information which is stored automatically when you access the Website (as set out above) for no longer than a year.

5.3 If you do not want us to retain any of your data, please contact us using the details at the end of this policy.

### **6 Data security**

6.1 The security of your data is outside our control until we have received it. Transmission of data to us via the internet may not be secure.

6.2 Once it is within our control, we ensure your personal data is kept confidential by storing it on our secure database or taking other appropriate measures to ensure that it remains private, and is not kept for longer than is needed.

## 7 Contacting Us

- 7.1 For the purpose of the *Data Protection Act 1998*, the Data Controller is the Secretary of State for Business, Innovation and Skills, acting through Ordnance Survey.
- 7.2 We will use reasonable efforts to supply, correct or delete any of your personal data on request. You are entitled to ask us for a copy of any personal data that we hold about you (for which we may charge a small fee).
- 7.3 If you have any queries about how we use your personal data, or wish to opt out from receiving any marketing communications to which you have previously consented, please contact us by sending an email to [champions@geovation.org.uk](mailto:champions@geovation.org.uk), or by writing to GeoVation, room L1F2, Ordnance Survey, Explorer House, Adanac Drive, SOUTHAMPTON, UK, SO16 0AS