

Privacy Policy

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- 7.1 The Jet is committed to safeguarding your privacy online. It is very important to us that you should be able to use and enjoy the Website without having to compromise your privacy in any way. This policy will help you understand how your personal information will be treated. This policy may change from time to time so please check back regularly.

Please keep in mind that whenever you voluntarily disclose personal information online - for example on message boards, through email, or in chat areas - that information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your passwords. Please be careful and responsible when you are online.

If you have any requests concerning your personal information or any queries with regard to these practices, please contact our Data Protection Officer by e-mail : sunil.madhani@westcoast.co.uk

7.2 **What personally identifiable information does The Jet collect from me?**

The Jet collects information in several ways from different parts of our web site.

Some personal information is gathered when you register on the Website. During registration, The Jet asks for your name, email address, telephone number, account number and company name. Once you register you are no longer anonymous to The Jet.

In addition to registration we may ask you for personal information at other times, for example when you report a problem with our Website or services. If you contact The Jet we may keep a record of that correspondence.

When you order, The Jet will need to know your name, e-mail address, delivery address, credit or debit card number and the card's expiry date. This allows us to process and fulfil your orders and to notify you of the status of your order.

Direct-IT Limited may use cookies as a means of offering and providing customisable and personalised services. However, your browser has settings that will allow you to accept all cookies, be informed as cookies arrive or reject all cookies. The downside of rejecting all cookies is that we are then unable to match the site content we offer you to what we know about your preferences from your previous visits.

The Jet may also collect IP addresses for system administration, for independent audit and to report aggregate information to advertisers. By this we can see how our sites are being used, for example, what services and facilities are popular, and how long users spend on particular pages. This is data about our users' browsing actions and patterns and it does not identify anyone individually.

When you telephone a The Jet, or someone who is dealing with calls on our behalf, we may record the conversation to ensure the security of any transaction discussed, to help us to review our quality of service and to assist in the training and development of the employees who take such calls.

7.3 How does The Jet use my information?

The Jet's primary goal in collecting personal information concerning subscribers is to provide them with a customised experience of our site. By knowing a little about you, The Jet is able to deliver more relevant services and content to you.

The Jet and any of its associated companies are prohibited by virtue of the Data Protection Act 1998 from disclosing any of your personally identifiable information except when we have your permission or under special circumstances, such as when we believe in good faith that the law requires it or under the circumstances described below. The following describes some of the ways that your information may be disclosed:

The Jet may employ other companies and individuals to perform delivery functions on its behalf or to process credit card payments or to provide customer services. Such companies and individuals will have access to personal information needed to perform these functions, but may not use it for any other purposes and are required to process the data in accordance with the UK's Data Protection legislation.

The Jet may, from time to time, contact you regarding their products and services.

On some types of The Jet promotions, we will ask for your email address in order to update you on your entries and status. When you participate in these types of promotions, you automatically receive promotion-related email. Sometimes these promotion-related email messages may include targeted advertisements.

- 7.4 No data transmission over the Internet can be guaranteed entirely secure. While we strive to protect your personal information, The Jet can neither ensure nor warrant the security of any information you transmit to us or from our online products or services, and you do so at your own risk. Once we receive your transmission, we make our best effort to ensure its security on our systems.

7.5 Your consent

By using the Website, you consent to the collection and use of this information by The Jet. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it and under what circumstances we disclose it.

8. General provisions

- 8.1 No waiver by The Jet of any breach of any obligation arising under this agreement shall constitute a waiver of any other breach and no failure to exercise or partial exercise by The Jet of any remedy shall constitute a waiver of the right subsequently to exercise that or any other remedy.
- 8.2 If any provision of this agreement is held by a court of competent jurisdiction to be

invalid unlawful or unenforceable for any reason then such part will be severed from the remainder of this agreement, which will continue to be valid and enforceable to the fullest extent permitted by law.

- 8.3 These Terms constitute the entire agreement between The Jet and you. All prior agreements understandings and negotiations and representations (save for fraudulent misrepresentation) whether oral or in writing are cancelled in their entirety. The terms of any other electronic communications will not form part of this agreement
- 8.4 Nothing in these Terms shall confer on any third party (that is, any party other than The Jet and you) any benefit or the right to enforce any term of these Conditions and the application of the Contracts (Rights of Third Parties) Act 1999 to these Conditions is hereby excluded.
- 8.5 These Terms are governed by the laws of England and Wales and the parties submit to the exclusive jurisdiction of the English Courts