

This Privacy Policy governs the manner in which Global Adventure Challenges Ltd collects, uses, maintains and discloses information collected from users (each, a "User") of the [www.purechallenge.co.uk](http://www.purechallenge.co.uk) website ("Site"). This privacy policy applies to the Site and all products and services offered by Pure Challenge Limited.

### **Personal identification information**

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, place an order, subscribe to the newsletter, fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number, credit card information. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

### **Non-personal identification information**

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

### **Web browser cookies**

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

### **How we use collected information**

Pure Challenge Limited may collect and use Users personal information for the following purposes:

- – *To improve customer service*
- Information you provide helps us respond to your customer service requests and support needs more efficiently.
- – *To personalise user experience*
- We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- – *To improve our Site*
- We may use feedback you provide to improve our products and services.
- – *To process payments*
- We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.
- – *To run a promotion, contest, survey or other Site feature*
- To send Users information they agreed to receive about topics we think will be of interest to them.
- – *To send periodic emails*
- We may use the email address to send User information and updates pertaining to

their order. It may also be used to respond to their inquiries, questions, and/or other requests. If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or User may contact us via our Site.

- - *Postal Address*
- Your postal address will be used to send out event details, including training plans, start points and other event related information. Your postal address may also be used to send out marketing information regarding upcoming events we think you may be interested in.

### **How we protect your information**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

### **Sharing your personal information**

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

### **Third party websites**

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

### **Changes to this privacy policy**

Pure Challenge Limited has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

## **Cookie Policy**

Like most websites we use 'cookies' to collect anonymous statistics about how people use the site, and to help us keep it relevant for the user. Cookies 'remember' bits of information from your visit to the site. A cookie is a simple text file that's stored on your computer or mobile device by a website's server. Only that server can retrieve or read the contents of that cookie. Each cookie is unique to your web browser. So if we put a cookie on your computer, it can't be read by any other website.

### **There are two types of cookie:**

**'session cookies'** last as long as your current visit to the site - or for up to a limited amount of time if you keep the site open without using it. They mean you don't have to keep re-submitting information as you move through the site or carry out transactions.

**'persistent cookies'** remember information from previous visits - for example names and details for online forms. They are used to collect anonymous statistics about how many people use the site, and to maintain any settings (such as accessibility) you have changed. Cookies make the interaction between you and the website faster and easier. Without cookies the website thinks you are a new visitor every time you move to a new page.

### **Your acceptance of these terms**

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

### **Contacting us**

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

Pure Challenge Limited

[www.purechallenge.co.uk](http://www.purechallenge.co.uk)

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01524 876 184

[contact@purechallenge.co.uk](mailto:contact@purechallenge.co.uk)

This privacy policy was updated on 13/01/2017.