

## **Privacy Statement for Rail-Online**

### **Last updated on 15th March 2009**

Please note that the practices of Rail-Online ("Rail-Online"), with respect to Personal Information, are now governed by this Privacy Policy which may be amended from time to time without prior notice. We encourage visitors to and users of our site to regularly review our Privacy Policy. To update your information, see the section entitled "Updating your Personal Information".

If you have questions or concerns regarding this statement, you should contact [privacy@railonline.co.uk](mailto:privacy@railonline.co.uk)

### **Changes in Privacy Policy**

All Personal Information ("Personal Information" is defined as any information that identifies or can be used to identify, contact, or locate the person to whom such information pertains) that we collect and maintain will be subject to this Privacy Policy, as amended from time to time.

Rail-Online reserves the right to change the Privacy Policy from time to time at its sole discretion and will provide notice of material changes on the home page of the Site. ([www.rail-online.co.uk](http://www.rail-online.co.uk))

### **Entities collecting Personal Information**

Personal Information on this Site is collected by Rail-Online whose address is PO Box 824 Pulloxhill Bedfordshire MK45 9DF

### **Service Providers / Agents**

Rail-Online uses an outside credit card processing company to charge you for our goods and services. To the best of our knowledge, this company complies with the "Banking Industry Code of Practice" ([www.bba.org.uk](http://www.bba.org.uk)) and does not retain, share, store or use personally identifiable information for any other purpose.

### **Updating your Personal Information**

You have the right to access and correct your Personal Information at any time. Registration Information may be changed by clicking on the link, "My Account", where you can view and make changes to much of your Personal Information.

### **Collection of Personal Information**

As a visitor to this Site, you can engage in many activities without providing any Personal Information. When ordering products or services on the Site, you will be asked to log in using your User name and Password.

As is true of most websites, when you use the Site, Rail-Online or third parties authorised by Rail-Online may also collect certain technical and routing information about your computer to facilitate your use of the Site and its services. For example, we may log environmental variables, such as browser type, operating system, CPU speed, and the Internet Protocol (IP) address of your computer. We use these environmental variables to facilitate and track your use of the Site and its services. Rail-Online also uses such environmental variables to measure traffic patterns on the Site. Without expressly informing you in each particular circumstance, we do not match such information with any of your Personal Information.

### **How your Personal Information is used**

Rail-Online collects your information in order to record and support your participation in the activities you select. If you subscribe to a service the information is used to register your rights, if any, to technical support or other benefits that may be made available to registered users. As another example, if you enter a contest, information is collected to qualify the entry and to contact you regarding the contest or prize awards. Your Personal Information is also used by Rail-Online to track customer preferences and keep you informed about special offers and services of Rail-Online. Rail-Online may collect information about the use of the Site, such as the types of services used and how many users we receive daily. This information is collected in aggregate form, without identifying any user individually. Rail-Online may use this aggregate, non-identifying statistical data for statistical analysis, marketing, or similar promotional purposes.

### **Your choices with respect to Personal Information**

Rail-Online recognizes and appreciates the importance of responsible use of information collected on the Site. Rail-Online may communicate information to you regarding products, services, and special offers available from Rail-Online or selected third parties unless you have

opted not to receive such communications or such communications are prohibited by law. We may find it necessary to communicate with you regarding your use of the services on the Site or when there are changes to the Terms of Service. In addition, we might send you strictly service-related announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email. Generally, you may not opt-out of these communications. If you do not wish to receive them, you have the option of deactivating your account.

We do not sell, rent or share your personally identifiable information to or with third parties for marketing purposes or in any way other than that disclosed in this privacy statement.

There are limited instances in which Rail-Online may divulge your Personal Information, including requirements of law, regulation, or litigation. We reserve the right to disclose your Personal Information as required by law (e.g., to comply with a subpoena, warrant, court order, or legal process served on Rail-Online ) and when we believe that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, and/or respond to a government request. We may also disclose information about you if we determine that such disclosure should be made for reasons of national security, law enforcement, or other issues of public importance.

#### **Protection of your Personal Information**

The Personal Information that you provide in connection with registering yourself as a Rail-Online Subscriber, Rail-Online Submitter or user of any of the services on our Site is, for the purposes of this Privacy Policy, classified as Registration Information. Registration Information is protected in several ways. Access by you to your Registration Information is available through a password and unique customer ID selected by you. This password is encrypted. You should not divulge your password to anyone; in any case, you are fully responsible for anyone using your password. In addition, your Registration Information resides on a secure server that only selected Rail-Online personnel and contractors have access to via password. Rail-Online encrypts your Personal Information and thereby strives to prevent unauthorised parties from viewing such information when it is transmitted to Rail-Online.

The security of your Personal Information is important to us. We strive to protect the Personal Information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

If you have any questions about security on our Web Site, you can send email to us at [privacy@rail-online.co.uk](mailto:privacy@rail-online.co.uk).

Personal information that you provide that does not constitute Registration Information also resides on a secure server and is accessible only to selected Rail-Online personnel and contractors via password. Since this information is not accessible by you, you will not be asked to select a password in order to view or modify such information.

#### **Use of cookies**

When you visit this Site, you can browse the Site and access important information without revealing your identity. In order to improve our Site, we use "cookies" to track your visit. A cookie is small amount of data that is transferred to your browser by a web server and can only be read by the server that gave it to you. It functions as your identification card and enables Rail-Online to record your passwords, submissions, purchases, and preferences. It cannot be executed as code or deliver viruses.

Most browsers are initially set to accept cookies. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. (For some web pages that require an authorisation, cookies are not optional. Users choosing not to accept cookies will probably not be able to access those pages.)

While Rail-Online uses cookies to track your visit to the Site, and our web servers automatically log the IP/Internet address of your computer, Rail-Online does not generally use this information to identify you personally. However, if you expressly provide consent for the Site to "remember" the unique identifier that you select when you register for various activities on the Site, that unique identifier will be stored on a cookie on your computer, linked to your Registration Information, and your navigation path around the Site will be tracked. We associate this data to

understand how our Site and services are being used so we can understand our customers and offer appropriate products and services.

Rail-Online uses a third-party tracking service called Google Analytics that uses cookies to track non-personally identifiable information about visitors to our Site in aggregate form. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. Rail-Online uses this information, which does not identify individual users, to analyse trends, to administer the Site, to track users' movements around the Site and to gather demographic information about our user base as a whole.

**Privacy complaints**

Rail-Online takes its users' privacy concerns seriously. If you believe that Rail-Online has not complied with this Privacy Policy with respect to your Personal Information, you may contact Privacy Officer at Rail-Online PO Box 824 Pulloxhill Bedfordshire MK45 9DF. In your letter please describe in as much detail as possible the ways in which you believe that the Rail-Online Privacy Policy has not been complied with. We will investigate your complaint promptly.

If you have any questions about this privacy statement, the practices of this site, or your dealings with this Web site, you can contact us at PO Box 824 Pulloxhill Bedfordshire MK45 9DF.