

DEFINITIONS

<http://securityafricamagazine.com> ("Web Site") is owned and operated by Security Fire Africa. The terms <http://securityafricamagazine.com> "we", "us", "our" and "ours" when used in these Terms of Use means Security Fire Africa which includes all its parents, subsidiaries, divisions, branches, affiliates or companies under common ownership or control of Security Fire Africa. The terms "you", "your" and "yours" when used in this Privacy Policy means any user of this Web Site. The term "Personal Data" refers to personally identifiable information about you, such as your name, birth date, e-mail address or mailing address.

This Privacy Policy describes Security Fire Africa current policies and practices with regard to Personal Data collected by us through the Web Site.

NOTIFICATION OF CHANGES TO THIS POLICY

We are continually improving and adding new functionality and features to this Web Site and improving and adding to its existing products, services and programs. Because of these ongoing changes, changes in the law and the changing nature of technology, our data practices will change from time to time. If and when our data practices change, we will post the changes on this Web Site to notify you of the changes via this page. We encourage you to check this page frequently.

COLLECTION OF PERSONAL DATA INCLUDING E-MAIL ADDRESSES

We collect the information you give us when you use our Web Site or subscribe to our magazines (whether by paying a subscription or not). You may choose to register to receive additional information, products or services from us. When you register, we ask you for contact information like your name, company details, job function and e-mail address. We may also ask you about your memberships of other web sites, magazines and organisations.

We sometimes supplement the information that you provide with information that is received from third parties. For instance, if inaccurate postal codes are received, we will use third party software to fix them.

We do collect email addresses from prospect lists of other companies. We also use rented email lists and may also collect email addresses via marketing events such as trade shows and exhibitions. In all such cases, we assume that people providing their email addresses are opting in to receive email messages from third parties.

USE OF PERSONAL DATA

We process your Personal Data only for specific and limited purposes. We ask only for data that is adequate, relevant and not excessive for those purposes. We use your personal data for the purposes registered in our notification at the Data Protection Register. Some of these purposes include the following:-

We may contact you occasionally to inform you of new products or services we will be providing, or special offers, events or articles we think will be of interest to you.

We may send you regular updates by e-mail or by post on Publications International LTD organised or related events and industry specific news updates.

We may send you requested product information and promotional material.

We may use your Personal Data for market research, marketing and direct selling purposes. We may use your Personal Data internally to help us improve our products and services and to help resolve any problems.

We may share, sell or distribute your Personal Data to carefully selected third parties for marketing and direct selling purposes in order for you to receive offers, news and information from such third parties about their products and/or services. We will NOT distribute your email address to 3rd parties.

ANONYMOUS DATA COLLECTED THROUGH THIS WEB SITE

In addition to the information we collect as described above, we use technology to collect anonymous information about the use of our Web Site. For example, we use technology to track which pages of our Web Site our visitors view. We also use technology to determine which Web browsers our visitors use. This technology does not identify you personally, it simply enables us to compile statistics about our visitors and their use of our Web Site.

Our Web Site contains hyperlinks to other pages on our Web Site. We use technology to track how often these links are used and which pages on our Web Site our visitors choose to view. Again this technology does not identify you personally – it simply enables us to compile statistics about the use of these hyperlinks.

We use this anonymous data to improve the content and functionality of this Web Site and our e-mail updates, to better understand our customers and markets, and to improve our products and services.

COOKIES

This website, and other Security Fire Africa group websites to which it is linked, may use cookies to:

- enable the signing in process to operate after you have registered with us;
- enable us to estimate and report on our total audience size & traffic;
- conduct research to improve our content and services;

By going to the “Help” section of the menu of your browser you should be able to configure your browser preferences to accept all cookies, reject all cookies, or notify you when a cookie is set. If you reject the use of cookies please note that the efficient operation of this site may be affected. Other websites linked from this site may take a different approach to the use of cookies and you should check what that approach is with those who operate those sites. Security Fire Africa take no responsibility or liability for the practices undertaken by sites linked to this website.

In order to collect the anonymous data described in the preceding paragraph, we may use temporary “cookies” that collect the first level domain name of the user (for example, if your e-mail address is “john@bigmail.com,” the cookie collects the “bigmail.com” portion of your e-mail address) and the date and time you accessed this Web Site. Cookies by themselves cannot be used to discover the identity of the user. A cookie is a small piece of information which is sent to your browser and stored on your computer’s hard drive. Cookies do not damage your computer. You can set your browser to notify you when you receive a cookie. This enables you to decide if you want to accept it or not.

We also use your IP address to help diagnose problems with our server and to administer our Web Site. An IP address is a numeric code that identifies your computer on a network, or in this

case, the Internet. Your IP address is also used to gather broad demographic information, such as determining how many of our visitors are from outside of the UK.

We may also perform IP lookups to determine which domain you are coming from (i.e: aol.com, yourcompany.com) to more accurately gauge our users' demographics.

DISCLOSURE OF YOUR PERSONAL DATA

We do not share, sell or distribute your Personal Data with unrelated third parties except as set out above under "Use of Personal Data" or under these limited circumstances:-

Personal Data may occasionally be transferred to third parties who act for or on behalf of Security Fire Africa or in connection with the business of Security Fire Africa or further processing in accordance with the purposes for which the data was originally collected or for purposes to which you have subsequently consented. For example, sometimes a third party may have access to your Personal Data in order to handle our mailings on our behalf.

We may share or transfer the information in our databases to comply with a legal requirement, for the administration of justice, to protect your vital interests, to protect the security or integrity of our databases or this Web Site, to take precautions against legal liability, or in the event of a corporate sale, merger, reorganisation, dissolution or similar event.

Where appropriate, before disclosing Personal Data to a third party, we contractually require the third party to take adequate precautions to protect that data.

DATA INTEGRITY AND SECURITY

We strive to maintain the reliability, accuracy, completeness and currency of Personal Data in our databases and to protect the privacy and security of our databases. We keep your Personal Data only for as long as reasonably necessary for the purposes for which it was collected or to comply with any applicable legal or ethical reporting or document retention requirements.

Our servers and our databases are protected by industry standard security technology, such as industry standard firewalls and password protection.

The employees who have access to Personal Data shall handle such data properly and in accordance with our security protocols and strict standards of confidentiality. Although we cannot guarantee against any loss, misuse, unauthorised disclosure, alteration or destruction of data, we try to prevent such unfortunate occurrences.

DATA ACCESS AND CORRECTIONS

Upon receipt of your written request and enough information to permit us to identify your Personal Data, we will disclose to you the Personal Data we hold about you. We will also correct, amend or delete any Personal Data that is inaccurate and notify any third party recipients of the necessary changes.

CHILDREN

We do not knowingly collect Personal Data from children or minors. If you are a child or minor, please do not give us any Personal Data. If you have reason to believe that a child has provided us with their Personal Data, please contact us at the address given below and we will endeavour to delete that information from our databases.

LINK TO OTHER WEB SITES

This Privacy Policy applies only to this Web Site and to other Security Fire Africa URLs through or from which you have reached this Web Site. This Web Site contains hyperlinks to web sites that are not operated by Security Fire Africa. These hyperlinks are provided for your reference and convenience only and do not imply any endorsement of the activities of these third-party web sites or any association with their operators. We do not control these web sites and are not responsible for their data or privacy practices. We urge you to review any privacy policy posted on any site you visit before using the site or providing any Personal Data about yourself.

TRANSFER OF DATA

The Internet is made up of a large number of international connections. If you are visiting this Web Site from a country other than the country in which our server is located (currently, the United Kingdom), the various communications will necessarily result in the transfer of information across international boundaries. By visiting this Web Site and communicating electronically with us, you consent to these transfers.

GOVERNING LAW

This privacy policy forms part of our Web Site Terms of Use and as such shall be governed by and construed in accordance with the laws of England. You agree to submit any dispute arising out of your use of this Web Site to the exclusive jurisdiction of the courts of England.

QUESTIONS

If you have any questions about this Privacy Policy or concerns about the way we process your Personal Data, please contact us by e-mailing us at mike@mdcglobal.com