

**Kinetic Productions (UK) Ltd  
iTours  
Privacy Policy**

11 March 2010

This Privacy Policy explains how Kinetic Productions collects and utilizes personal information when you use our services.

**What Personal Information do we collect?**

An online Kinetic Production (UK) Ltd and iTours registration or account is required to use our services or purchase any of our products. Information that you provide when registering or creating an account may include: name and email address; necessary billing information; local information (such as postcode or Zip code and country); computer configuration (such as operating system, and connection speed); IP Internet (IP) address and URL of the website that sent you to the Kinetic Productions (UK) Ltd and iTours registration page. We may also ask you for demographic information such as language, gender and age, and, if applicable, content preferences and personalized information.

**How do we use your personal information?**

Kinetic Productions (UK) Ltd and iTours uses your personal information to:

- Deliver and bill Kinetic Productions (UK) Ltd and iTours services and products, and communicate with you concerning your account and customer service issues.
- Determine if you meet the minimum system requirements to use our products.
- Ask you to participate in surveys about services, products, news and events.
- Offer you product upgrades
- Provide you with content, services, instructions, and a more personalized experience based on your language preferences, zip/postal code, country locations, and any content or other preferences you provide.
- Provide you with targeted advertising, promotions, and special offers.
- Better understand how our services are used, including web traffic patterns and what types of content are most popular with users of our products and services.

**Third party communication of personal information and choice.**

Kinetic Productions (UK) Ltd and iTours does not use your personal information for purposes incompatible with those listed above. Kinetic Productions (UK) Ltd and iTours does not sell, rent, or share your personal information to a third party unless you consent to provide such information to a third party partner or content service.

At times, we disclose relevant information about our customers in order for them to provide specific services for Kinetic Productions (UK) Ltd and iTours. Kinetic Productions (UK) Ltd and iTours' contractors are bound by strict contractual requirements to keep all information they process strictly confidential and to use such information solely on behalf of Kinetic Productions (UK) Ltd and iTours. Kinetic Productions (UK) Ltd and iTours web sites may contain links to other web sites and services. Kinetic Productions (UK) Ltd and iTours is not responsible for the privacy practices or the content of such web sites or services. Please visit the privacy policies of these third party sites in order to understand their privacy and data collection practices.

**Obligatory or optional nature of the requested information**

All personal information you submit to Kinetic Productions (UK) Ltd and iTours is necessary to provide you with the Kinetic Productions (UK) Ltd and iTours services and products you choose and the delivery of data to your computer.

**Email from Kinetic Productions (UK) Ltd and iTours**

Registering for a product or service allows you to tell us how or whether you want to communicate with you. Generally, we send marketing email to you about our services, content and special offers. During registration, you may opt out of receiving Kinetic Productions (UK) Ltd and iTours' marketing email by clicking "unsubscribe" at the bottom of the mail from Kinetic Productions (UK) Ltd and iTours. However, we may continue to send you email about services and products you have previously purchased, your account status, or to inform you about critical technical services issues relating to a Kinetic Productions (UK) Ltd and iTours service or product.

### **How to access and update your personal information**

To access and update your details, please send your amendments in writing to Kinetic Productions (UK) Ltd and iTours at the address displayed at the bottom of this policy or on the Contact page of the website.

To recover a forgotten password, please visit the Log-in page and select the “forgotten password” option.

### **Security of Personal and Payment Information**

Kinetic Productions (UK) Ltd and iTours maintains the following controls to protect the security of information you provide us, including credit card and billing details collected during the purchase process:

- Use secure connections to safeguard information when transmitted from your web browser to Kinetic Productions (UK) Ltd and iTours.
- Security controls to restrict access to databases housing personally identifying information
- Use encryption for sensitive personal information, such as credit card numbers and user names.
- Restricting employees with access to databases containing personal information and confidentiality requirements for employees.
- Binding subcontractors by contractual technical and organizational measures to protect your personal information.

### **Use of Cookies**

Like other major websites, we use cookies to provide you with a tailored experience in visiting our websites and using our services. We also use cookies to understand traffic patterns on the Kinetic Productions (UK) Ltd and iTours website, and to authorize access to certain premium or trial content and service features. We treat any personal information that may be contained in cookies with the same level of confidentiality as other information you provide to us.

### **Changes to our Privacy Policy**

We will from time to time revise this privacy policy to keep up to date with the services being provided on our web pages. “Updated” may be used to alert users to recent changes and to the date of the last update. We also post FAQ’s from time to time also on specific services and Products.

### **No error free performance**

Kinetic Productions (UK) Ltd and iTours may disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of law or comply with legal process served on Kinetic Productions (UK) Ltd and iTours; (b) protect and defend the rights of property of Kinetic Productions (UK) Ltd and iTours and its services, or (c) act in urgent circumstances to protect the personal safety of users of Kinetic Productions (UK) Ltd and iTours products or the public at large.

### **Contact us about Privacy**

If you have questions about the privacy aspects of our services or would like to make a complaint, please contact:

Privacy Policy Department  
Kinetic Productions  
Wynwood House  
35 The Grove  
Sutton Coldfield B74 3UD