

## PRIVACY POLICY

Made in Britain Trade Centre (the “Company”) is committed to protecting the privacy of its users. This Privacy Policy (“Privacy Policy”) is designed to help you understand what information we gather, how we use it, what we do to protect it, and to assist you in making informed decisions when using our Service. Unless otherwise indicated below, this Privacy Policy applies to any website that references this Privacy Policy, any Company website, as well as any data the Company may collect across partnered and unaffiliated sites.

For purposes of this Agreement, “Service” refers to the Company’s service which can be accessed via our website at [www.tradewithbritain.com](http://www.tradewithbritain.com) or through our mobile application. The terms “we,” “us,” and “our” refer to the Company. “You” refers to you, as a user of Service.

### I. CONSENT

By accessing our Service, you accept our Privacy Policy and Terms of Use, and you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy. In addition, by using our Service, or services across partnered and unaffiliated sites, you are accepting the policies and practices described in this Privacy Policy. Each time you visit our website, or use the Service, and any time you voluntarily provide us with information, you agree that you are consenting to our collection, use and disclosure of the information that you provide, and you are consenting to receive emails or otherwise be contacted, as described in this Privacy Policy. Whether or not you register or create any kind of account with us, this Privacy Policy applies to all users of the website and the Service.

### II. INFORMATION WE COLLECT

We may collect both “Non-Personal Information” and “Personal Information” about you. “Non-Personal Information” includes information that cannot be used to personally

identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. “Personal Information” includes information that can be used to personally identify you, such as your name, address and email address.

In addition, we may also track information provided to us by your browser or by our mobile application when you view or use the Service, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We use this information for, among other things, the operation of the Service, to maintain the quality of the Service, to provide general statistics regarding use of the Service and for other business purposes. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive. Sending a cookie to a user’s browser enables us to collect Non-Personal Information about that user and keep a record of the user’s preferences when utilizing our services, both on an individual and aggregate basis. The Company may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser. Persistent cookies can be removed by following your Internet browser help file directions. If you choose to disable cookies, some areas of the Service may not work properly.

### III. HOW WE USE AND SHARE INFORMATION

#### Personal Information:

In general, we do not sell, trade, rent or otherwise share your Personal Information with third parties without your consent. We may share your Personal Information with vendors and other third-party providers who are performing services for the Company. In general, the vendors and third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide for the Company. For example, when you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery, or return a

purchase, you consent to our collecting and using such personal information for that specific purpose, including by transmitting such information to our vendors (and their service providers) performing these services for the Company.

However, certain third-party service providers, such as payment processors, have their own privacy policies in respect of the information that we are required to provide to them to use their services. For these third-party service providers, we recommend that you read their privacy policies so that you can understand the manner in which your Personal Information will be handled by such providers.

In addition, we may disclose your Personal Information if required to do so by law or if you violate our Terms of Use.

#### Non-Personal Information:

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information to track trends and analyze use patterns of the Service. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our sole discretion.

#### IV. HOW WE PROTECT INFORMATION

We implement reasonable precautions and follow industry best practices to protect your Personal Information and ensure that such Personal Information is not accessed, disclosed, altered, or destroyed. However, these measures do not guarantee that your information will not be accessed, disclosed, altered, or destroyed by breach of such precautions. By using our Service, you acknowledge that you understand and agree to assume these risks.

## V. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user via Weebly, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional e-mail. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out in the Settings section of the Site, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Policy.

## VI. WEEBLY

Our Service is hosted by Weebly, Inc. (“Weebly”). Weebly provides us with the online e-commerce platform that allows us to provide the Service to you. Your information, including Personal Information, may be stored through Weebly’s servers. By using the Service, you consent to Weebly’s collection, disclosure, storage, and use of your Personal Information in accordance with Weebly’s privacy policy available at <https://www.weebly.com/privacy>.

## VII. LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Service. Therefore, this Privacy Policy does not apply to your use of a third-party website accessed by selecting a link via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

## VIII. AGE OF CONSENT

By using the Service, you represent that you are at least 18 years of age.

## IX. CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to change this Privacy Policy and our Terms of Use at any time. If we decide to change this Privacy Policy, we will post these 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. Any such modifications become effective upon your continued access to and/or use of the Service five (5) days after we first post the changes on the website or otherwise provide you with notice of such modifications. It is your sole responsibility to check this website from time to time to view any such changes to the terms of this Privacy Policy. If you do not agree to any changes, when such changes may be made to this Privacy Policy, you must cease access to this website. If you have provided your email address to us, you give us permission to email you for the purpose of notification as described in this Privacy Policy.

## X. MERGER OR ACQUISITION

In the event we (or Weebly) undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our (or Weebly's) assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes here so that you may opt out of the latest information practices. We suggest that you check this Privacy Policy periodically if you are concerned about how your information is used.

## XI. EMAIL COMMUNICATIONS & OPTING OUT

We will send you Service-related announcements on occasions when it is necessary to do so. For instance, if our Service is suspended for maintenance, or a new enhancement is released, which will affect the way you use our Service, we might send you an email. Generally, you may not opt-out of these communications, which are not promotional in nature. Based upon the Personal Information that you provide us, we may communicate with you in response to your inquiries to provide the services you request and to manage your account. We will communicate with you by email or telephone, in accordance with your wishes. We may also use your Personal Information to send you updates and other promotional communications. If you no longer wish to receive those email updates, you may opt-out of receiving them by following the instructions included in each update or communication.

## XII. CONTACT US & WITHDRAWING CONSENT

If you have any questions regarding this Privacy Policy or the practices of this Site or wish to withdraw your consent for the continued collection, use or in of your Personal Information, please contact us by sending an email to [info@tradewithbritain.com](mailto:info@tradewithbritain.com)

Last Updated: This Privacy Policy was last updated on 6 September 2024

# COOKIE POLICY

## Browser Cookies

Cookies are pieces of information that a website places on your device when you visit a website. Cookies may involve the transmission of information from us to you and from you directly to us, to another party on our behalf, or to another party in accordance with its privacy policy. We may use cookies to bring together information we collect about you. You can choose to have your device warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. If you turn cookies off, you won't have access to many features that make your experience more efficient and some of our services will not function properly. Please see the last section of this Cookies Policy for more information about how to manage or disable browser cookies.

We use several categories of cookies and each performs different functions. You can learn more about cookies and their functions generally by visiting an information website like [allaboutcookies.org](http://allaboutcookies.org).

## Flash Cookies

We may use local shared objects, sometimes known as Flash cookies, to store your preferences or display content based upon what you view on our site to personalize your visit. Our advertisers and third-party service providers also may use Flash cookies to collect and store information. Flash cookies are different from browser cookies because of the amount of, type of, and how data is stored. Cookie management tools provided by your browser will not remove Flash cookies. Please see the last section of this Cookies Policy for information on how to disable Flash cookies.

If you disable Flash cookies, you won't have access to many features that make your experience more efficient and some of our services will not function properly.

## What categories of cookies may be used?

The cookies that may be used on this website fall into the four categories described below. These descriptions can help you determine if and how you would like to interact with our websites and other online services.

### Strictly necessary cookies

These cookies are essential in order to enable you to navigate this website and use certain features. Without these strictly necessary cookies, the online services you have asked for, like shopping checkout, cannot be provided.

### Performance cookies

We (or service providers operating on our behalf) may place our performance cookies on your device. The information collected using our performance cookies is used by us or for our benefit, to improve our website experience or for other statistics gathering purposes.

Our performance cookies are used to generate aggregated, anonymous information about how you and other users use this website and its features. For instance, our performance cookies collect information about which pages on this website you visit most often, if you open or read the communications we send, which advertisements you view or interact with on this website or other websites on which our advertisements appear, and if you receive any error messages. The information collected may be used to improve users' online experience generally, to collate statistics, or customise your online experience by showing you content we think you will like.

Our performance cookies don't collect information that identifies you personally; however, if you have a registration account with us, the information collected by us using our performance cookies may be associated with your registration account.

We also may allow third-party advertisers to place their performance cookies on your device through their advertisements on this website. The information these third-party performance cookies collect is used to determine which third-party advertisements to display on this website, how often to display them, and in which locations of this websites the third-party advertisements perform best. These third-party performance cookies do not collect information that identifies you personally.

You can delete or manage performance cookies as instructed in the last section of this Cookies Policy.



## Functionality cookies

We (or service providers operating on our behalf) may place our functionality cookies on your device. We do not share information collected using our functionality cookies with our advertisers or other third parties.

Our functionality cookies are used to remember choices you make (such as language preference, country location, or other online settings) and provide the personalised or enhanced features that you select. Our functionality cookies can be used to provide online services to you, or to prevent online services from being offered to you if you previously indicated you did not want to receive such services. Our functionality cookies collect anonymous information; however, if you have a registration account with us, the information collected by us using our functionality cookies may be associated with your registration account, for example, if you are a registered user, our functionality cookies may allow us to track your browsing across different websites operated by the Made in Britain Trade Centres Family of Companies or to detect your experiences when accessing our websites from different devices.

We do not collect information on your browsing behaviour on websites which we do not operate.

In some cases, we may allow an advertiser or other third party to provide you with content and other online experiences on this website or online service. In these cases, the third-party may place their functionality cookies on your device and use their functionality cookies in the same way we use our functionality cookies, to provide you personalised or enhanced features in connection with the third-party content or experience.

If you delete these functionality cookies, any preferences or settings you selected will not be retained for later visits.

## Targeting or advertising cookies

Where you see this icon on third-party advertising or our advertising, you can click through to learn more about behaviourally targeted advertising, including how to exercise your control options through your browser settings. More information can be found at [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

## Third-Party Targeted Advertising

Third-party targeted advertising cookies may be placed on your device by third-party advertisers, ad networks, data exchanges, marketing analytics and other service providers.

Third-party targeted advertising cookies collect information about your browsing activity across multiple websites and online services in order to provide you with relevant advertisements on our websites and online services and the websites and online services of third parties. Ad networks may share this information with the advertisers using their network. These cookies may also be used to measure the effectiveness of advertising campaigns, for example by collecting data on how many people click on a particular advert. The information collected using these third-party advertising cookies does not identify you personally.

Third-party targeted advertising cookies are often linked to site functionality provided by the third-party which may mean that clicking on the advertisement redirects you to that third-party's website.

Whilst we cannot always know what third-party advertising cookies are being dropped before they appear on our website, we maintain processes to monitor cookies placed on our websites by external service providers and to control the way in which data is collected via our websites. We can also request that certain third-party advertising cookies are turned off by the third-party provider.

## Our Targeted Advertising

Our targeted advertising cookies are placed on your device by us (or service providers operating on our behalf).

We may use these cookies on our websites and in connection with our content and advertisements that appear on third-party websites and online services to recognise that you've viewed or interacted with our content or advertisements and so we can show you advertisements for products that we believe will be of interest to you. We may also use these cookies to limit the number of times you see the same advertisement.

Our targeted advertising cookies collect anonymous information; however, if you have a registration account with us, the information collected by us using our targeted advertising cookies may be associated with your registration account, for example, we may seek to show more closely targeted adverts to you based on your browsing behaviour.

The organisation setting the cookie (either the third party or us) is responsible for obtaining consent.

#### Registered users

We may analyse online activities of registered users across our websites and online services by use of cookies and other tracking technologies. Where you have opted in to receive communications from us, we may use cookies and other tracking technologies to tailor future communications to reflect your interests.

We may also use cookies or other tracking technologies within our communications to you (for example to see if they have been read or opened or to see what content you interact with and what links you follow) so that we can better match future communications to your interests.

You may opt out at any time from receiving targeted communications from us by logging into your registration account and selecting not to receive marketing communications. To opt out of targeted advertising based on your online behaviour across this and other websites please follow the instructions provided above (for targeted advertising).

We will not share your contact information with our third-party advertisers unless you give us permission.

#### Disabling/enabling cookies via your browser

There are a number of ways for you to manage cookies and other tracking technologies. Through your browser settings, you can accept or decline cookies or set your browser to prompt you before accepting a cookie from the websites you visit. You should be aware that you may not be able to use all our interactive features if you set your browser to disable cookies entirely.

If you use different computers in different locations you will need to ensure that each browser is adjusted to suit your preferences.

You can delete any cookies that have been installed in the cookie folder of your browser. The various browsers provide different procedures to manage your settings. Click on any of the browser links below for instructions.

[Microsoft Windows Explorer](#)

[Google Chrome](#)

[Mozilla Firefox](#)

[Apple Safari](#)

If you are not using any of the above-listed browsers, then you should select “cookies” in the “Help” function for information on where to find your cookie folder.

It may not be possible for you to selectively opt out of all third-party advertising cookies placed on our website, though you can opt out of receiving cookies from us by clicking this [icon](#) . You should also be aware that disabling cookies does not disable other types of analytics products which we may use to collect generic information about how you and other visitors use our website.

[Deleting Flash cookies](#)

Follow the link below to change your settings in relation to Flash Cookies.

[Disable Flash Cookies](#)