

This Privacy Policy governs the manner in which The Fundraising Agency Limited collects, uses, maintains and discloses information collected from users and visitors ("Users") of the www.tfaltd.co.uk website ("TFA Ltd Site") and www.santainthecity.co.uk website ("SITC Site"). This privacy policy applies to Users of both the TFA Ltd Site & SITC Site and all products and services offered by The Fundraising Agency Limited (Registered company no. 9594972) through the TFA Ltd Site & SITC Site.

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 TFA Ltd Site & SITC Site, register on the site (including newsletters and blogs or other communication products), place an order, fill out a form, respond to a survey, and in connection with other activities, services, features or resources we make available on the TFA Ltd Site & SITC Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number. Users may, however, visit the TFA Ltd Site & SITC Site anonymously. 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 TFA Ltd Site & SITC Site activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with the TFA Ltd Site & SITC Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of

connection to the TFA Ltd Site & SITC Site, such as the operating system and the Internet service providers utilised and other similar information.

Web browser cookies

The TFA Ltd Site & SITC 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. Users 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 TFA Ltd Site & SITC Site may not function properly.

How we use collected information

The Fundraising Agency Limited may collect and use Users personal information for the following purposes:

- *To run and operate the TFA Ltd Site & SITC Site.*
We may need your information to display content on the TFA Ltd Site & SITC Site correctly.
- *To improve customer service*
Information you provide helps us respond to your requests and support more efficiently.
- *To personalise Users experience*
We may use information in the aggregate to understand how our Users as a group use the services and resources provided on the TFA Ltd Site & SITC 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 the TFA Ltd Site & SITC Site features*

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 Users information and updates pertaining to their order. It may also be used to respond to their inquiries, questions, and/or other requests.

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on the TFA Ltd Site & SITC 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 TFA Ltd Site & SITC 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.

Electronic newsletters

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 the TFA Ltd Site & SITC Site. We may use third party service providers to help us operate our business and the TFA Ltd Site & SITC 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 the TFA Ltd Site & SITC 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 the TFA Ltd Site & SITC 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 the TFA Ltd Site & SITC Site, is subject to that website's own terms and policies.

Advertising

Ads appearing on the TFA Ltd Site & SITC Site may be delivered to Users by advertising partners, who may set cookies. These cookies allow the ad server to recognise your computer each time they send you an online advertisement to compile non-personal identification information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This privacy policy does not cover the use of cookies by any advertisers. You may learn more about opting out of major ad networks at <https://websitebuilders.com/tools/advertiser-opt-out/>.

Google AdSense

Some of the ads may be served by Google. Google's use of the DART cookie enables it to serve ads to Users based on their visit to the TFA Ltd Site & SITC Site and other sites on the Internet. DART uses "non-personally identifiable information" and does NOT track personal information about you, such as your name, email address, physical address, etc. You may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy at http://www.google.com/privacy_ads.html

Changes to this privacy policy

The Fundraising Agency Limited has the discretion to update this privacy policy at any time. When we do, we will post a notification on the bottom main page of the TFA Ltd Site & SITC Site, 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.

Your acceptance of these terms

By using the TFA Ltd Site & SITC Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use the TFA Ltd Site & SITC Site. Your continued use of the TFA Ltd Site & SITC 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 the TFA Ltd Site & SITC Site, or your dealings with the TFA Ltd Site & SITC Site, please contact us on 0330 3501189 | enquiries@tfaltd.co.uk | sitc@tfaltd.co.uk

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