**PRIVACY POLICY**

The Embroiderers' Guild respects the privacy of every individual who visits our websites. The purpose of our Privacy Policy is to outline the information The Embroiderers' Guild may collect and how we may use that information.

As technology continues to develop, our privacy policy may need changing in order to provide the best possible service to our site visitors. We would recommend you to check and make sure that you have read our most recent policy statement when you visit one of our websites.

The Embroiderers' Guild only collects personally identifiable information about you (i.e. your name, address etc.) either when voluntarily submitted by you, the visitor, or as a subscriber or member.

The Embroiderers' Guild may use the information provided by you (together with other information we hold or obtain) to send you information and offers about our goods and/or services which we believe may be of interest to you. This may involve contacting you by post, email or telephone.

**We do not give or sell personal information about you to third parties.**

We also offer you an "opt-out" option at any time should you wish to cease receiving e-mails or other information from us.

The Embroiderers' Guild's website may contain links to other sites and whilst we make every effort to only link to sites that share our standards, we cannot be held responsible for the contents and privacy policies of such sites.

Security measures are set out by the Information Commissioner and the Embroiderers' Guild has put these in place to prevent the loss, misuse or alteration of the information received from our online visitors, and to make such information as secure as possible against unauthorised access and use. This includes only allowing Embroiderers' Guild staff and elected group/branch officers access to the data. Elected Officers are, however, restricted as to whom they can view and are limited to the members in their own region or branch/group.

Our server logs collect technical information automatically when you connect to any page of our site which is not personally identifiable. An example of this would include the type of Internet Browser or the type of computer operating system you are using or the domain name of the website from which you linked to our site. It also records your IP address. This information is not classed as cookies.

**Use of cookies by the Embroiderers' Guild on the EmbroiderersGuild.com and EmbroiderersGuild-Secure.co.uk websites**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

The table below explains the cookies we use and why.

|  |  |  |  |
| --- | --- | --- | --- |
| **COOKIE** | **NAME** | **PURPOSE** | **MORE INFORMATION** |
| Google Analytics | \_utma\_utmb\_utmc\_utmz | These cookies are stored for 48 hours and used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. | [Click here for an overview of privacy at Google](http://www.google.co.uk/intl/en/analytics/privacyoverview.html) |
| Login Information (Member Logins) | usr\_user\_nousr\_user\_forenameusr\_user\_surnameusr\_user\_levelcurrent\_memloggedin | These cookies are used to make a visitor's viewing experience better, as it remembers your logon details for 24 hours. Without this cookie, you would need to login whenever you visited another page. | See above for our privacy policy |
| Login Information (Branch Logins) | usernamepasswordbranch-code-textbranch\_nobranch\_nameloggedinbranchofficer | These cookies are used to make a visitor's viewing experience better, as it remembers your logon details and branch information (if applicable) for 6 hours. Without this cookie, you would need to login whenever you visited another page. | See above for our privacy policy |
| Cookie Acceptance | EUCOOKIE | This cookie records that you clicked the acceptance bar at the top of the screen. It expires after 90 days, when you will need to accept it again. | N/A |