

# Privacy Policy for website and other online resources owned by World Education Foundation, UK

## What information do we collect?

We collect information from you when you register on our site, place an order, subscribe to our newsletter, respond to a survey or fill out a form.

When ordering or registering on our site, as appropriate, you may be asked to enter your: name, e-mail address, mailing address, phone number, credit card information, social security number or relevant details of friends, family and others. You may, however, visit our site anonymously.

## What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience  
(your information helps us to better respond to your individual needs)
- To improve our website  
(we continually strive to improve our website offerings based on the information and feedback we receive from you)
- To improve customer service  
(your information helps us to more effectively respond to your customer service requests and support needs)
- To process transactions  
Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering the purchased product or service requested.
- To administer a contest, promotion, survey or other site feature
- To send periodic emails

The email address you provide may be used to send you information, respond to inquiries, and/or other requests or questions.

## How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

We offer the use of enhanced security features online. All supplied sensitive/credit information is transmitted via the enhanced security system technology and then transmitted into our Database to be only accessed by those authorized with special access rights to our systems, and are required to keep the information confidential.

After a transaction, your private information (credit cards, social security numbers, financials, etc.) will not be kept on file for more than the reasonably allowed legal limit.

## Do we use cookies?

Yes (Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the sites or service providers

systems to recognize your browser and capture and remember certain information

We use cookies to understand and save your preferences for future visits and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **Third party links**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **Childrens Online Privacy Protection Act Compliance**

We are in compliance with the requirements of COPPA (Childrens Online Privacy Protection Act), we do not collect any information from anyone under 13 years of age. Our website, products and services are all directed to people who are at least 13 years old or older.

### **Online Privacy Policy Only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

### **Consent**

By using our site, you consent to our privacy policy. Users and their representatives also absolve and indemnify us from all and any legal and other liabilities arising from use of such information contained in the website or related resources.

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

We reserve the right to change this Privacy Policy from time to time without notice. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically to familiarize yourself with any modifications. Your continued use of this site after such modifications will constitute acknowledgment and agreement of the modified policy and terms and conditions.

This policy was last modified on Dec 09, 2010

Approved by the Technical Council on Governance of Resources, WEF, UK.