

Privacy Policy for Alexandrite Tsarstone Collectors Guide

Alexandrite Tsarstone Collectors Guide, www.alexandrite.net, ("Alexandrite Guide") is committed to ensuring the best standards of practice in all its activities. The Alexandrite Guide website is a UK-based website and is in accordance with the requirements of the UK Data Protection Act 1998 relating to personal information you supply on the website.

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Our goal is to maintain your trust and confidence when handling personal information about you. As a Alexandrite Guide website visitor, you have the opportunity to make choices about how personal information about you may be shared. As you consider this, we encourage you to make choices that enable us to provide you with quality services that help you meet your objectives.

You can be assured that the protection of your privacy and confidentiality are given the highest priority. The information we learn from you helps us personalise and continually improve your experience at Alexandrite Guide. We use the information to improve our content, prevent abuses of our website and enable third parties to carry out technical or other functions on our behalf.

Under the UK Data Protection Act 1998, we follow strict security procedures in storage and disclosure of information, which you have given us to prevent unauthorised access. Our security procedures mean that we may occasionally request proof of identity before we are able to disclose sensitive information to you.

Please note that some information you enter may be transferred outside the European Economic Area for the purposes of processing by Alexandrite Guide and its affiliates and partners. Your personal data may have to be disclosed if we are required to disclose it by law, or as a result of a lawful request by a governmental or law enforcement authority.

Collecting information about all website visitors

In general, our service automatically gathers certain usage information like the numbers and frequency of visitors to Alexandrite Guide and its areas, very much like television ratings that tell the networks how many people tuned in to a program. We only use such data in the aggregate.

See Alexandrite Guide's Privacy Policy for more details. See also our report on our privacy practices at <http://www.alexandrite.net/privacy-policy> (Alexandrite Guide's Privacy Policy is designed to help you understand how we collect and protect your personal information.) (as of 10/10/2010)

This collective data helps us determine how much our visitors use parts of the website, so we can improve our site to assure that it is as appealing as we can make it for as many of you as possible. For example, Alexandrite Guide uses a technology nicknamed "cookies" that tells us how and when pages in the website are visited, and by how many people.

Alexandrite Guide cookies do not collect personally identifiable information and we do not combine information collected through cookies with other personally identifiable information to tell us who you are or even what your account login or email address is. We also may provide statistical "ratings" information, never information about you personally, to our sponsors about how our visitors, collectively, use Alexandrite Guide website. We do this so they too can understand how many people use specific areas on our website in order for them to provide you with the best possible web experience as well.

How our service automatically gathers certain usage information:

Cookies

A cookie is a piece of data stored on the user(s) hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our website. Once the visitor closes their browser, the cookie simply terminates. For instance, by setting a cookie on the website, the visitor would not have to log in a password more than once, thereby saving time while on our website. If a visitor rejects the cookie, they may still use the website.

Log Files

We use IP addresses to analyse trends, administer the site, track visitor's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

Send by Email

If a visitor elects to use our referral service for informing a friend about our website, we ask them for the friend's name and email address. Alexandrite Guide will automatically send the friend a one-time email inviting them to visit the website. Alexandrite Guide stores this information for the sole purpose of sending this one-time email. The recipient may always contact Alexandrite Guide to request the removal of this information from our database.

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Collecting personal or any specific information via on-line forms

Sometimes, we may specifically ask for information about you when you sign up to use a service, like "My Account", or when you post the message to the discussion forum. We will need certain information such as name and email in order to provide that service to you.

We may also use that information to let you know of additional services about which you might be interested. You can choose not to receive such information if you don't want to by letting us

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know on the registration page when you sign up for the service. We may ask you for information about your interests so that both you and we can take advantage of the interactivity of the online medium, but you may always choose to respond or not. Additionally, we may provide you with an opportunity to be listed in a directory, but these listings are also optional and you can make changes to or eliminate this information when you want to.

How we may collect personal or any specific information:

Registration

In order to use some parts of our website or gain information of some services, visitor must first complete the registration form. During registration visitor is required to give their contact information (such as name and email address). This information is used to contact the user about the services on our website for which they have expressed interest. It is optional for the user to provide demographic information (such as gender), and unique identifiers (such as social personal interests), but encouraged so we can provide a more personalised experience on our website.

Surveys & Contests

From time to time Alexandrite Guide website requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the visitor therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and address), and demographic information (such as post code, age level). Survey information will be used for purposes of monitoring or improving the use and satisfaction of Alexandrite Guide website.

Newsletters & Notifications

If the visitor wishes to subscribe to our newsletter(s), news feeds or notifications, - we ask for contact information such as name and email address. The visitor will always be able to unsubscribe from such newsletter(s) or/and notifications by using the appropriate function clearly shown on the according subscription page.

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Use, collection and retention of visitor Information

Alexandrite Guide collects, retains and uses only the information about our visitor's that is required by law to administer Alexandrite Guide website and provide high-level services to our visitor's. We retain this information no longer than necessary to meet these objectives.

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Protection of information via established security procedures

Alexandrite Guide maintains rigorous security standards and procedures regarding

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any sensitive information such as all kinds of passwords in an unprotected way, such as not-encrypted email communications.

Alexandrite Guide takes appropriate measures to safeguard the information it holds from unauthorised access or improper use. Specifically, all personal information on its database is stored in an encrypted form. Alexandrite Guide has a strict security policy with which members of staff must comply and no external access to the system is permitted. Alexandrite Guide continually reviews and up-dates its security procedures as new technologies become available and new activities are introduced.

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Maintaining visitor privacy in business relationships with third parties

We do not use or disclose information about your individual visits to Alexandrite Guide website or information that you may give us, such as your name, email address or telephone number, to any outside companies. But sometimes it is necessary to provide personally identifiable visitor information to a third party, Alexandrite Guide shall insist that the third party adheres to similar privacy principles that are provided for keeping such information confidential and visitor authorisation should be requested.

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Restrictions on the disclosure of account information

Alexandrite Guide provides information about visitor's accounts or other personally identifiable data to third parties only when the disclosure is required by/or allowed by law. For example, we may be required by law or legal process to disclose customer information. Alexandrite Guide's visitors have the right to know what information we keep about them and how the information is used. visitors have the right to have any inaccurate information corrected or deleted.

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Unsolicited email circulars policy

Unsolicited email circulars (SPAM) are becoming an increasing nuisance to Internet users. These mass direct mail-shots can cause inconvenience, annoyance and expense to recipients. Alexandrite Guide does not condone such practices in any form, nor do we sanction such applications by other websites and in accordance with the Privacy & Electronic Communications Act passed into law 11 Dec 2003, we do not send random marketing emails to personal email addresses.

We actively fight Internet abuse with SpamCop and we report all unsolicited email advertisements to the [Spam Recycling Center](#). Alexandrite Guide does not authorize the harvesting, mining or collection of email addresses or other information through the website

services. Alexandrite Guide also does not permit or authorize any attempt to use the Alexandrite Guide services - such as email this to a friend - in a manner that could damage, disable,

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overburden or impair any aspect of any of the Alexandrite Guide services, or that could interfere with any other party's use and enjoyment of any Alexandrite Guide service.

We are a member of the [EuroCAUCE](#), the world's largest advocacy organization dedicated to ending unsolicited commercial email through education and legislation. If Alexandrite Guide believes that unauthorized or improper use is being made of any Alexandrite Guide service, it may, without notice, take such action as it, in its sole discretion, deems appropriate, including blocking messages from a particular Internet domain, mail server or IP address. Alexandrite Guide may immediately terminate any account on Alexandrite Guide service which it determines, in its sole discretion, is transmitting or is otherwise connected with any email that violates this policy.

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Platform of Privacy Preferences

Alexandrite Guide carries a P3P (Platform for Privacy Preferences) statement in its code which can be read by various P3P enabled browsers. Although we use every effort to ensure that our P3P statement is accurate, in cases of conflict between the P3P statement and this privacy policy, the provisions of this privacy policy shall prevail.

P3P Privacy Policy can be automatically read and interpreted by the latest browser software. P3P is an industry standard developed by the World Wide Web Consortium providing a simple, automated way for you to gain more control over the use of personal information on websites you visit. P3P enabled browsers can "read" this snapshot automatically and compare it to your own set of privacy preferences. For example, Microsoft Internet Explorer 6 will evaluate this policy's compact policy whenever it is used with a cookie. The actions IE will take depend on what privacy level you have selected in your browser (Low, Medium, Medium High, or High); the default is Medium. In addition, IE will examine whether the cookie's policy is considered satisfactory or unsatisfactory, whether the cookie is a session cookie or a persistent cookie, and whether the cookie is used in a first-party or third-party context.

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The Data Protection Act 1998

Under the Data Protection Act 1998, you are granted certain rights. If you would like to know what information we hold about you, where we obtained such information and to whom we have disclosed it, you may submit a written request for these details to us at the address set out in the "contact us" section of this website. We may charge you a statutory administration fee to comply with your request.

If you have any questions about your rights under the Data Protection Act or would like further information, you can visit the Information Commissioner's website at www.ico.gov.uk.

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