

Axiom International Website Privacy Statement

This website (the Website) is owned and operated by Axiom International Ltd, a company registered in England and Wales, company registered company registered no 07171834, whose registered office is situated at Pound Court, Pound Street, Newbury, Berkshire RG14 6AA

The terms "Axiom International" , "we", "us", "our" and "ours" when used in this Privacy Statement mean Axiom International Ltd which includes subsidiaries, divisions, branches, affiliates or companies under the control of Axiom International.

The terms "you", "your" and "yours" when used in this Privacy Statement mean any user of this website.

IMPORTANT: BY SUBMITTING PERSONAL DATA TO US AND/OR BY USING OUR WEBSITE YOU GIVE YOUR CONSENT THAT ALL PERSONAL DATA THAT YOU SUBMIT MAY BE PROCESSED BY US IN THE MANNER AND FOR THE PURPOSES DESCRIBED BELOW.

1. Scope of Privacy Statement

We are committed to the privacy and confidentiality of information provided by you to us. This Privacy Statement describes our current policies and practices with regard to Personal Data collected by us from you directly and/or through the website to the extent that such Personal Data is protected by applicable UK and European data protection laws. The term "Personal Data" refers to personally identifiable information about you, such as your name, Job description, health related data, birthday, e-mail address or mailing address.

2. Notification of changes to Privacy Statement

We are continually improving our methods of communication and adding new functionality and features to this website and to our existing services. Because of these ongoing changes, changes in the law and the changing nature of technology, our data practices will change from time to time. We encourage you to check this page frequently to see where any changes have been made.

3. Collection of Personal Data including e-mail addresses

You may choose to utilise services using the website or receive additional information or services from us. When you engage with Axiom or request additional information, we request personal information about you such as your name, position, postal address, e-mail address, telephone number and, where relevant, any payment details. We may also ask for demographic information to enable us to provide a personalised service to you. The information you provide is either manually or electronically stored in our databases. We sometimes supplement the information that you provide with information that is received from third parties. For instance, if inaccurate postcodes are received, we may use third party software to fix them.

4. Use of Personal Data

We will use your Personal Data to fulfil your requests and we will ask only for data that is adequate, relevant and not excessive for those purposes. Where we send you information for any purpose, it may be sent by e- mail or post. When we ask you for Personal Data it may include the following purposes:

- a. We may contact you occasionally to inform you of new products and services we will be providing;
- b. We may send you regular updates on issues we think will be of interest to you;

- c. We may send you requested information on our products and services;
- d. We may use your Personal Data for marketing purposes and market research; and
- e. We may use your Personal Data internally to administer this website and help us improve our services.

5. Unsubscribe

If you do not wish to receive e-mails from us and want to be removed from our electronic mailing list, or our post marketing database please e-mail us at the "contact us" address given on our website.

6. Anonymous data collected through this website

In addition to the information we collect as described above, we use technology to collect anonymous information about the use of our website. For example, our web server automatically logs which pages of our website our visitors view, their IP addresses and which web browsers our visitors use. This technology does not identify you personally, it simply enables us to compile statistics about our visitors and their use of our website. Our website contains Hyperlinks to other pages on our website. We may use technology to track how often these links are used and which pages on our website our visitors choose to view. Again this technology does not identify you personally.

7. Disclosure of your Personal Data

We do not share, sell or distribute your Personal Data with unrelated third parties, except as otherwise provided for in this Privacy Statement and under these limited circumstances:

- a. In order to provide you with the information or products which you have requested, Personal Data may occasionally be transferred or shared with other companies within our group of companies or third parties who act for us for further processing in accordance with the purposes for which the data was originally collected or for purposes to which you have subsequently consented. For example, sometimes a third party may have access to your Personal Data in order to support our information technology or to handle mailings on our behalf.
- b. We will keep your contact details on our database and may, from time to time, e-mail or post you information to make you aware of our other similar products and services which may be of interest to you. If you do not wish to receive e-mails or post from us for these purposes, please let us know by following the "unsubscribe" procedure set out above.
- c. Where you have consented, we may also share your Personal Data with other companies within our group of companies or disclose your Personal Data to other businesses who may contact you about their products or services that may interest you.
- d. We may share, transfer or disclose the information in our databases and server logs to comply with a legal requirement, for the administration of justice, interacting with anti-fraud databases, to protect your vital interests, to protect the security or integrity of our databases or this website, to take precautions against legal liability, or in the event of our sale, merger, re-organisation, dissolution or similar event. We will inform you of any such transfer or disclosure as required by law.
- e. Where appropriate, before disclosing Personal Data to a third party, we contractually require the third party to take adequate precautions to protect that data and to comply with applicable law.

8. Data access and corrections

Upon receipt of your written request and enough information to permit us to identify your Personal Data, we will disclose to you the Personal Data we hold about you, for which we may make a charge up to the maximum as allowed by applicable law. We will also correct, amend or delete any Personal Data that is inaccurate and

notify any third party recipients of the necessary changes. You may update any information you have given to us by contacting us. Requests to delete Personal Data are subject to any applicable legal and ethical reporting or document retention obligations imposed on us.

9. Links to other websites

This website may contain Hyperlinks to websites that are not operated by us. These Hyperlinks are provided for your reference and convenience only and do not imply any endorsement of the activities of these third-party websites or any association with their operators. We do not control these websites and are not responsible for their data or privacy practices. We urge you to review any privacy policy posted on any site you visit before using the site or providing any Personal Data about yourself.

10. Transfer of data

If you are visiting this website from a country other than the country in which our servers are located (currently the United Kingdom) the various communications will necessarily result in the transfer of information across international boundaries.

Where your Personal Data is transferred to a country outside the European Economic Area, we will ensure that recipients of your Personal Data agree to keep your Personal Data confidential and hold it securely in accordance with applicable data protection laws.

By visiting this website and communicating electronically with us, you consent to the processing and transfer of your Personal Data as set out in this Privacy Policy.

11. Governing Law

This Privacy Statement forms part of our website Terms of Business and the laws of England and Wales govern any controversy or claim of whatever nature arising out of or relating to the use of this website, without regard to any conflict of law provisions. All actions or proceedings arising out of or relating to this Privacy Statement, its validity, performance, enforcement or breach, or the subject matter of this Privacy Statement may be heard in the courts of England and Wales and you hereby irrevocably consent and submit yourself to the personal jurisdiction of said courts for all such purposes. Notwithstanding the foregoing, we retain the right to bring legal proceedings in any jurisdiction where we believe that breach of this agreement is taking place or originating.