
PRIVACY POLICY

BACKGROUND:

This Policy applies as between you, the User of this Website and GenGame Limited the owner and provider of this Website. This Policy applies to our use of any and all Data collected by us in relation to your use of the Website.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Content”	means any text, graphics, images, audio, video, software, data compilations and any other form of information that appears on or forms part of this Website;
“Cookie”	means a small text file placed on your computer by GenGame when you visit certain parts of this Website. This allows us to identify recurring visitors and to analyse their browsing habits within the Website;
“Data”	means collectively all information that you submit to the Website;
“GenGame”	means GenGame Limited, Unit M1.5, Innovation Center, 49 Oxford Street, Leicester LE1 5XY;
“Website”	means the website that you are currently using (www.gengame.co.uk) and any sub-domains of this site (e.g. www.gengame.co.uk/#enquiry) unless expressly excluded by their own terms and conditions.

2. Data Collected

Without limitation, any of the following Data may be collected:

- 2.1 name;
- 2.2 contact information such as email addresses and telephone numbers;
- 2.3 demographic information such as post code;
- 2.4 IP address (automatically collected);
- 2.5 web browser type and version (automatically collected);
- 2.6 operating system (automatically collected);
- 2.7 a list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected); and
- 2.8 Cookie information (see Clause 6 below).

3. Our Use of Data

- 3.1 Any Data you submit will be retained by GenGame.
- 3.2 Unless we are obliged or permitted by law to do so, your Data will not be disclosed to third parties. This does not include our affiliates and/or other companies within our group.
- 3.3 All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998.

4. Changes of Business Ownership and Control

GenGame may, from time to time, expand or reduce its business and this may involve the sale of certain divisions or the transfer of control of certain divisions to other parties. Data provided by Users will, where it is relevant to any division so transferred, be transferred along with that division and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was supplied by you.

5. Accessing your own Data

- 5.1 You have the right to ask for a copy of your personal Data on payment of a small fee.

6. Cookies

- 6.1 GenGame may set and access Cookies on your computer. third-party Cookies may be placed on your computer are detailed in Schedule 1. All Cookies used by the Website are used in accordance with the provisions of the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011. GenGame uses Cookies for analytics purposes. These Cookies track your movements and activities on the Website and are designed to give us a better understanding of our users, thus enabling us to improve the Website and our services.
- 6.2 You can choose to enable or disable Cookies in your web browser. By default, your browser will accept Cookies, however this can be altered. For further details please consult the help menu in your browser. Disabling Cookies may prevent you from using the full range of facilities available on the Website.
- 6.3 The Website uses the third-party Cookies detailed in Schedule 1 for the purposes described therein. These Cookies are not integral to the services provided by the Website to you and may be blocked at your choosing via your internet browser's privacy settings.
- 6.4 It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your browser if you are unsure as to how to adjust your privacy settings.

7. **Changes to this Policy**

GenGame reserves the right to change this Privacy Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.

Schedule 1: Third-Party Cookies

Name of Cookie	Name of Provider	Purpose
_ga	Google	Google Analytics – enables GenGame Ltd to understand how users interact with the gengame.co.uk website in order for us to improve our service.
_gat	Google	See above.