

Effective Date: August 18, 2010

## **Please Read Carefully**

This privacy policy ("Privacy Policy"), effective as of August 18, 2010, is for the Web site available at [www.assetreal.net](http://www.assetreal.net) ("Site") made available by Assetreal Limited, the legal owner of the Site (Any references to "Assetreal Limited", "we", "us" or "our" shall be references to Assetreal Limited and any of its affiliates or group companies).

This Privacy Policy together with our terms of use ("Terms") available at [www.assetreal.net/terms](http://www.assetreal.net/terms) set out the basis on which we will collect, use and disclose certain personal information from you. Your use of this Site signifies your understanding and acceptance of the terms of this Privacy Policy.

For the purpose of the Data Protection Act 1998 ("Act") the data controller is Assetreal Limited.

We recognise the importance of protecting your privacy and our Privacy Policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us, and to assist you in making informed decisions when using the Site. We reserve the right, at our discretion, to change, modify, and/or remove sections from this Privacy Policy at any time. If we make any material changes to this Privacy Policy, we will notify you here, by email or by means of a notice on our Site's home page and you are encouraged to review this Privacy Policy from time to time.

If you have questions or concerns regarding this Privacy Policy or requests concerning your personal information, please feel free to contact us.

## **Information We Collect**

We collect information from the users of our Site through various methods, such as when you register to use the Site. This information may include your name, company name, account number, address, telephone number, e-mail address, subscription details (i.e., particular types of markets or property types on which you request information), and other optional information that personally identifies you ("Personal and Account Information").

When you visit our Site, you may be required to provide us with Personal and Account Information. When you provide us with this information, we will let you know how we may use such information. We may also offer options for you to sign up for our newsletters and promotional offers. You are always free to contact us with a question or problem related to your use of the Site. Our standard business practice is to retain any communications from our Site visitors for a period to help us to serve each of you better.

## **Information Provided to Us by Third Parties**

When using our Site, you may click through certain links or promotions that will enable you to purchase products or use services provided by our partners. Some of these partners may share certain information that you provide to them with us. We are not responsible for any other Web site, or their respective privacy policy or how they treat information about their users. We strongly advise you to review their privacy policies to find out how they are treating your personal information.

You may also separately share your information with other Web sites or entities, such as those that create professional marketing lists, to receive special offers and promotions from their affiliates. These Web sites or entities may agree to share your information with us. Assetreal Limited is not responsible for, and will assume no liability if a partner or other Web site or entity collects, uses or shares, any information about you in violation of its own privacy policy, or applicable law.

We may purchase marketing data from third parties and add it to our existing user database to better target our advertising and to provide pertinent offers in which we think you would be interested. We may also associate this marketing data to the personally identifiable information that you provide to us.

## **Automatic Data Collection**

We use what are commonly called cookies when you use our Site. We use these cookies to help us serve you better based on your registration preferences. We may also use cookies to help us facilitate any promotions or surveys that we provide.

We sometimes use cookies, as well as tracking technology, such as web beacons, within the promotional emails that we send to our subscribers or advertisements for our Site. These help us to track whether an e-mail recipient has completed an event, such as signing up for a free trial for example. Such information is non-personally identifying and collected on an aggregate level. We sometimes utilise third party service providers to help us track the activity within our Site.

## **Use of Your Information**

In order to keep our users informed about our latest news, products and services, and for administrative purposes such as future enhancing of this Site to meet your business needs, we may send e-mails and announcements to your personal email address that you provided to us while registering on our Site. If you elected to opt-in to any of our email lists and later decide that you no longer wish to receive newsletters or promotional e-mail from us, you may unsubscribe from such list by following the instructions contained in each email we send to you to unsubscribe from such e-mail list.

We may use your personal information for advertising, marketing and promotional purposes but we will always at least give you an opportunity to opt-out of this at the time we collect the data and later as described below.

## **Your Rights**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by following the instructions on the pages where we collect your data.

You can also exercise the right at any time by contacting us. If you object to the use of your data in any of the ways we have detailed in this Privacy Policy and/or you object to us contacting you by the methods referred to above, then please contact us.

You have the right, pursuant to the Act, to ask for a copy of the personal data that we hold about you (for which we may charge a small fee) and to correct any inaccuracies. To obtain a copy of the personal information we hold about you, please contact us.

## **Returns & Cancellations – Unwanted Products**

Assetreal Limited sells three products on the internet: electronic publications, market intelligence and seminars. Electronic publications once downloaded by customers we cannot accept cancellations. In the case of **market intelligence instructions** and **seminars**, customers are given cooling-off period during which they have an unconditional right to cancel their order. The cooling-off period normally ends three working days after the day the order was made - or after written confirmation is received. If you wish to receive a refund please call 0141 353 9417 (UK).

## **Disclosure of Your Information**

We may share your personal information with companies acting as our authorised agents in providing our service (e.g., credit card processing, customer/support services) to you, all of which agree to use it only for such specified purposes. Each vendor must agree to implement and maintain reasonable security procedures and practices appropriate to the nature of your information in order to protect your personal information from unauthorised access, destruction, use, modification or disclosure. Because we operate globally, we may transfer your information to countries or jurisdictions that do not provide the same level of data protection as the country in which you are based.

If we make such a transfer, we will, or our vendors will, as applicable, provide for the proper safeguards required by applicable law to ensure that your information is protected. In the event that Assetreal Limited is merged, or in the event of a transfer of our assets, Site or operations, Assetreal Limited may disclose or transfer your personal information in connection with such transaction. In the event of such a transfer, Assetreal Limited will notify you via email or by posting a prominent notice on our Site for 30 days of any such change in ownership of Assetreal Limited resulting in a change of control of your personal information.

We will also disclose your personal information when required to do so by law, or in special cases when we have reason to believe that disclosing your personal information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with (whether intentionally or unintentionally) our rights or property.

## **Security and Storage of Your Information**

Assetreal Limited endeavours to protect the security of your personal information and your choices for its intended use. We store your personal information on a secure server, and use procedures designed to protect the personal information we collect from unauthorised access, destruction, use, modification or disclosure. Although we will take (and require our third-party providers to take) commercially reasonable security precautions regarding your personal information collected from and stored on the Site, due to the open nature of the Internet, we cannot guarantee that any of your personal information stored on our servers, or transmitted to or from a user, will be free from unauthorised access. By using the Site, you acknowledge that any transmission is at your own risk.

## **Data Protection Information**

You can obtain information about the UK's data protection regime by visiting the Information Commissioner's website at [www.informationcommissioner.gov.uk](http://www.informationcommissioner.gov.uk).

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