

## **Maple Publishing Privacy Policy**

Maple Publishing Limited and any associated companies ("Maple") provides this privacy policy ("policy") to help you understand how we collect, use and disclose information, including personal information you may provide to us or that we may obtain as our products and services are used. We may update this privacy policy occasionally. This policy applies to [www.essence-magazine.co.uk](http://www.essence-magazine.co.uk) ("website") and to Apple newsstand products including those for consumer use ("Maple products"). The following policy details Maple's information practices:

- How Maple use personal information you share with us and that we may learn about you because of our relationship.
- What personal information, if any, Maple may share about you and the conditions we use to protect your information if it must be shared.
- Other things you should know about privacy and Maple.

"personal information" includes information that alone or when in combination with other information may be used to readily identify, contact, or locate you or a specific individual.

### **Information and usage**

By using the website or Maple products, you consent to the collection and use of your personal information by Maple consistent with applicable data protection laws and this policy which is expressly incorporated into any applicable website or Maple product terms and conditions. You also represent to us that you have any and all authorisations necessary to use these Maple products including using them to process personal information. Maple collects and uses the information provided, including that obtained from use of the website or a Maple product. We may use or share personal information (e.g., name, address, telephone number, and email address) where necessary for us to complete a transaction or do something you have asked us to do. Also, we may use the information we collect for our internal purposes to develop, tune, enhance, and improve our products and services, and for advertising and marketing consistent

with this policy. By using Maple products and services, you acknowledge, consent and agree that Maple may collect, process, and use the information you provide to us and such information shall only be used by Maple or third parties acting under the direction of Maple, pursuant to confidentiality agreements, to develop, tune, enhance, and improve Maple services and products. Maple will not use the contents of any communications provided to us through your use of Maple products for any purpose except as stated. Maple may collect and use information in several ways:

### **Website or Maple product usage**

Maple (or Maple suppliers) may observe your activities, preferences, and transactional data (such as your IP address and browser type) as well as related usage behaviour depending on whether you are using our website or a particular Maple products. We may use this data for any purpose unless we tell you otherwise in connection with a particular website or product. While we may collect or log this information, we do not identify you or match this non-personal information with your other personal information unless or except if we believe doing so will help us better respond to a request you have made. Where such non-personal information is linked to your personal information we will treat such information as personal information.

### **e-Commerce**

You may be asked to share personal information such as your name, address, telephone number, and email address when you make purchases, seek customer or support or otherwise interact with Maple. When you shop online, these purchase transactions may be conducted through Maple vendors and suppliers. Vendors and suppliers engaged by Maple on behalf of Maple may have their use of your personal information limited by this privacy policy, contractual restrictions, and applicable law. The collection of your personal information may occur directly by a service provider or third-party on their website, which will state the privacy policy or policies governing the collection of such information.

## **Online Promotions, and Competitions**

You may be asked to provide an email address, or other personal information, for entry into a particular promotion or competition, to enable us to let you know if you won a prize. The specific rules and regulations governing the particular promotion or competition will vary and your participation constitutes your agreement to abide by those rules and regulations. Certain promotions or competitions may be run by a Maple service provider. In these instances the collection of your personal information may occur directly by the third-party on their website. The promotion will state the policy or policies governing the collection of such information if they should differ from this policy.

## **Children**

The website and or Maple products are not directed at children. If you are under 18 or otherwise would be required to have parent or guardian consent to share information with Maple, you should not send any information about yourself to us. If a person under 13 submits information through any part of the website Maple product, and we learn the person submitting the information is such a child, we will attempt to delete this information as soon as possible and to the best of our abilities

## **Sharing of collected information**

As mentioned Maple may share personal information to fulfill its obligations to you and operate its business consistent with this privacy policy and applicable data protection law. In addition to what is expressly stated we may share your personal information with third parties in the following situations:

Maple affiliates, third parties and suppliers. To the extent it is necessary for these groups to provide their products and services to Maple and provide products and services requested, these third parties may have access to or process your personal information. Maple may also permit our authorized service providers to have access to statistics about customers, sales, traffic patterns, and

related website or application information. These transfers of aggregate statistics do not involve personal information or data.

## **Public Areas**

Any information disclosed in public areas of a Maple website or to the extent possible in a Maple product or other website (Facebook, YouTube, Twitter, etc.) will become public information. We cannot control the use of information disclosed in public forums, such as forums, bulletin boards, blogs, chat rooms, and networking functions of mobile-device applications. You should exercise caution when disclosing information in these public areas, and be careful how you disclose your personal information. Content posted in public areas of the website or Maple products, including advice and opinions, represent the views and is the responsibility of those who post the content. Maple does not necessarily endorse, support, verify, or agree with the content posted.

## **Mergers, Acquisitions, and Insolvency.**

If Maple should ever file for bankruptcy or merge with another company, or if Maple should decide to buy, sell, or reorganise some part or all of its business, Maple may be required to disclose your personal information to purchasers in connection with one of these transactions.

## **As Required by Law and Other Extraordinary Disclosures**

Maple may be required to disclose your personal information if it:

1. believes it is reasonably necessary to comply with legal process (such as a court order, search warrant, etc.) or other legal requirements of any governmental authority,
2. would potentially mitigate our liability in an actual or potential lawsuit,
3. is otherwise necessary to protect our rights or property,
4. is necessary to protect the legal rights or property of others.

## **Security**

If Maple learns of a security system's breach, we may attempt to notify you electronically so that you can take appropriate protective steps. By using this website or a Maple product or providing personal information to us, you agree that we can communicate with you electronically regarding security, privacy, and administrative issues relating to your use of this website or Maple product. Maple may post a notice on this website if a security breach occurs. If this happens, you will need a web browser or mobile device enabling you to view the website or application. Maple may also send an email to you at the email address you have provided to us in these circumstances or communicate with you by other means if we can. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

## **Links to third party websites**

The website or Maple product may contain links to third-party websites, however, please be aware that Maple is not responsible for and cannot control the privacy practices of these websites. We encourage you to read the privacy policies for these linked websites. The website or Maple product also contains links to co-branded websites that may display Maple's logo which are maintained by third parties. Such websites may be identified by the fact that they do not display a "essence-magazine.co.uk" URL.

This policy applies solely to information collected by Maple on its website or through Maple products.

## **International Customers**

Maple may transfer your personal information within our operations to fulfill our obligations to you, but always subject to the limitations of applicable data protection law and this policy. Privacy laws differ across the globe. To help visitors whose native language may not be English understand our privacy practices, we may provide special information on our privacy policy that may be applicable to visitors in

different languages. Maple entities outside the United Kingdom may have supplemental privacy policies that may apply in those countries.

If you are visiting from the European Union or other regions with laws governing data collection and use that may differ from UK law, please note you are transferring your personal data to the UK to Maple. By providing your personal data you consent to that transfer and processing.

### **More Information**

When Maple receives formal written complaints, it is Maple's policy to contact the complaining user regarding his or her concerns. We will co-operate with the appropriate regulatory authorities, including data protection authorities, to resolve any complaints regarding the transfer of personal data that cannot be resolved between Maple and any individual.

### **Changes to the policy**

If in the future we change our privacy policy, we will post the new policy on the website or application. We reserve the right to change this policy in the future. Your continued use of the website or Maple product following a change to the policy represents consent to the new policy to the fullest extent permitted by law. We encourage you to periodically review this privacy policy.

### **Contacting Maple**

If you have any questions, comments, or concerns about this policy, please email us at [privacy@essence-magazine.co.uk](mailto:privacy@essence-magazine.co.uk) or write to us at:

Maple Publishing Limited  
Howard House  
70 Baker Street  
Weybridge  
Surrey KT13 8AL