

Privacy Policy . . .

At **THIS OLD HOUSE**, we always respect your personal privacy. We do collect information from you, but it is our company policy and priority to ensure that all personal information remains private and secure. To earn your trust and confidence in the internet and in **THIS OLD HOUSE**, we are disclosing our privacy practices and the uses of the information we gather.

To protect your privacy, **THIS OLD HOUSE**:

- Will not release any information about you without first obtaining your consent, unless required to do so by law or in the good-faith belief that such action is necessary in order to conform to the edicts of the law or comply with a legal process served on our company.
- Will not knowingly use any information from children younger than 16 without parental consent.
- Will inform you when we change our privacy policy, either by e-mail or via a link on our home page
- **THIS OLD HOUSE** reserves the right to amend this Privacy Statement at any time without prior notice, and only the current Privacy Statement may be deemed effective.

1. What general information does **THIS OLD HOUSE** collect about me and how is it used?

When you visit the **THIS OLD HOUSE** web site, we collect some basic information about your computer, such as: IP address (your computer's unique signature). Operating system (e.g., Windows XP). Browser software (e.g., Microsoft Internet Explorer, Firefox). Internet Service Provider (e.g., Pipex, Demon, AOL, etc.) Other numeric codes used to identify a computer. The information we collect is aggregated to reflect the population and not focused on individuals. We use it to help us better understand the people who visit the Out of the Rut web site. In addition, like many other sites with paid advertising, we disclose some of this aggregate information to advertisers to inform them of the number of people who have seen and clicked on their links or advertisements.

2. What personal information does **THIS OLD HOUSE** collect about me and how is it used?

During the process of completing our email form, we ask you to supply personal information, including your name and an e-mail address. Any information submitted is kept for our records only. It is never passed on to third parties, nor is it added to any list or used to send unsolicited e-mail or correspondence of any type.

3. How do third-party advertisers use my information?

THIS OLD HOUSE does not pass on any personal information of any description to third-party advertisers. Any information we pass on is of a general nature as outlined above regarding numbers of visitors, page views, etc. If you receive an email from a third party stating that it is associated with **THIS OLD HOUSE**, yet you do not recall asking for the information, please follow the third party's removal procedures. If this procedure is not successful, please forward the e-mail with a summary of your experience to enquiries@thisoldhouse.co.uk. Additionally, be aware that when you click on links, you may be brought to other sites not operated by **THIS OLD HOUSE**. You are responsible for information you provide these sites. We recommend that you review the privacy policy of any site that requests personal information.

4. How may I protect my privacy on the Internet and within THIS OLD HOUSE? - Know the risks?

If you provide your e-mail address to public domains such as chat rooms or newsgroups, or you provide it to web sites which don't respect your privacy, you may begin to receive unsolicited e-mail. Unsolicited e-mail is also known as spam. **THIS OLD HOUSE** has strict rules prohibiting spam; it is generally a good idea to provide your e-mail address only to people or groups that you trust.

5. Educate yourself!

Look for a privacy statement on every site you visit on the Web, and search for information on how to protect your privacy. Tell your children: "Never talk to strangers!" Teach children not to give out their names or other personal information. Tell them never to fill out online registration forms without your knowledge and consent.

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THIS OLD HOUSE

Decoration & Restoration

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