

Privacy Policy

Adventure Works Privacy Policy

Your privacy is very important to us and we will always respect and protect your information. Adventure Works takes this responsibility seriously and is very careful about how and when your personal information is collected, used and shared. We have structured our website so that, in general, you can visit the website without identifying yourself or revealing any personal information. Once you choose to provide us with any information by which you can be identified, then you can be assured that it will only be used in accordance with this Privacy Statement.

Security

Adventure Works has taken all essential measures to make sure that any information you give us, including credit card details, remains private and secure, and that your payment and registration information is processed with total confidentiality.

We follow strict security procedures in the storage and disclosure of information that you have given us, to prevent unauthorized access. Our security procedures mean that we may occasionally require proof of identity before we are able to disclose sensitive information to you. The following should give you a greater understanding of how we collect and use customer information.

Why we collect information

We collect information for several reasons, including:

- Internal record keeping
- To analyse the use of the Adventure Works website
- To improve our products and services
- To send promotional emails about new products, special offers and services

When we collect information

- If you are subscribing to our newsletter database

What information we collect

The personal information we collect is in most cases supplied by you when you place an order or provide feedback to us.

- Name
- Email address (when you register to receive our monthly newsletter or details of offers or products)

We do not share your information with any other party

Security

From time to time and in line with customer expectations and legislative changes, our privacy policies and procedures will be reviewed and, if appropriate, updated