



Privacy Policy

MYRUBY RESPECTS THE PRIVACY OF EVERY INDIVIDUAL WHO VISITS THIS SITE. This Privacy Policy explains how myruby.co.uk collects and processes personally identifiable information. We operate within Data Protection and Privacy legislation in the UK and are fully registered under the UK Data Protection Act 1998.

MyRuby Limited and its employees agree to conduct their business according to the following charter:

- We only hold data (e.g. personal and company information) to support the business service that we provide to our clients.
- We recognise that our clients have the right to choose which information is made available to MyRuby Limited and its employees and which, if any, information will be made available to partners of MyRuby Limited.
- All information collected about you via the site is the sole property of MyRuby Limited and it will not be shared, sold, or released to any other entity without your consent, except where it is required by law and/or legal processes. Your details will be added to the MyRuby database in order to process your request, and so that you can be kept up to date with relevant details of our products and services.
- We will respond immediately to questions about the accuracy of information we hold and process for our clients.
- We will monitor privacy issues on an on-going basis to ensure that any changes in legislation or industry standards regarding privacy issues are reflected in our Privacy Policy and understood by our employees.
- We will maintain strict data security systems that ensure specific individual information will not be made available to any unauthorised person.

What Information We Collect

Information is gathered in two ways: (1) indirectly, i.e., certain anonymous information about all visitors, such as domain name, browser type and page views, which is collected through our site's technology and is not linked to individual identities; and (2) directly, when you voluntarily submit Personal Information such as, first and last names, addresses and email addresses, on www.myruby.co.uk.

Do we store Financial Details?

If you provide credit card payment information this will be entered into an approved credit card payment system with a provider that complies with, The Payment Card Industry Data Security Standard (PCI DSS). All data will then be deleted from MyRuby systems or in the case of physical information, shredded so that any details are unusable. If you provide a signed Direct Debit mandate these details will be stored securely at the registered office of MyRuby, with access to senior management, Director level only.

External Links on myruby.co.uk

MyRuby Limited and myruby.co.uk is not responsible for the content, decisions or offers of any links to third party websites. All links to third party websites are responsible for their own privacy policy, offers, content, and decisions. Please note that the inclusion of any link does not imply an endorsement by MyRuby Limited, and we have no responsibility regarding the privacy policies and practices of other websites even when you access sites using links from www.myruby.co.uk.

Our E-mail Communication Policy

When you consent to receive information via email from MyRuby, we will collect all necessary contact information such as your name and e-mail address. If you no longer wish to receive email information, an unsubscribe link will be provided at the end of the relevant communication.



How To Contact Us

You may address all communications regarding this policy to The Data Director, MyRuby Limited, 656 The Crescent, Colchester Business Park, Colchester CO4 9YQ. Please include your name, address and telephone number or e-mail in all communications and state clearly the nature of your query.

Changes To Our Privacy Policy

This privacy policy is effective as of 29th January 2010. If we make any changes to our Policy, we will post the updated Policy and the revision date on the Privacy Policy page of myruby.co.uk. Users who have authorised e-mail communication may be notified via e-mail of any material changes to the Policy.