



PRIVACY AND COOKIE POLICY

PRIVACY POLICY

MyTextBook.co.uk Ltd is committed to ensuring that your privacy is protected and has created this privacy statement to demonstrate our commitment to your privacy.

WHY WE NEED YOUR DATA

In accordance with guidelines detailed in the General Data Protection Regulations (GDPR), MyTextBook.co.uk Ltd are required to use and hold your personal data in order to provide you with exceptional on-going customer service, company updates and information. We will not collect any personal data from you that we do not need, in order to provide and oversee this service to you.

HOW YOUR DATA IS USED

MyTextBook.co.uk Ltd does not and will not disclose visitor information to any third parties and all information is only used and processed by staff within the UK. The information that you provide us cannot be seen by third parties, unless the law allows them to do so.

We only collect basic personal data about you (for example, name, address, telephone number, email address) and do not include any additional types of information. On our website we collect data via our contact us form; name, telephone number and email address.

At MyTextBook.co.uk Ltd, we have internal data protection processes in place to oversee the effective and secure processing of your personal data. For all customers, we are required by UK tax laws to keep your details for a minimum of 6 years after which time it will be archived. Your information used for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information. For more information, please contact us at CS@Mytbook.onmicrosoft.com.

HYPERLINKS TO OTHER WEBSITES

The MyTextBook.co.uk Ltd website may have hyperlinks to external sites within its content. We have no control over the content other sites, nor the usage of information they gather. MyTextBook.co.uk Ltd is not responsible for the privacy policies or the content of such websites.

COOKIES

Our website uses a "session cookie" to identify your browser "session" as you move between pages on the website and perform activities.

The website cookie allows our website to recognise each subsequent request from your browser as being the same browser that made the initial request to our website.

By knowing that each subsequent request is related to the first, our website is able to track your actions as you move around the website and to provide interactive features. By analysing how our website is being used in general, we can improve the website experience for future visitors. Should you experience any problems in using our website, our website developers may be able to use this information to track down your specific "user journey" and investigate and fix any issues that might arise.



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The cookie itself is a very small text file that is stored on your device (for example, your PC or your phone) by your web browser. It contains a simple text code that your browser sends back to our website each time you browse to a new page. This allows the website to look up your specific session and associate data for that session with your browser. The data itself is not stored in your cookie but on the server(s) operating the website.

Each page on our website is generated by a sophisticated Content Management System (CMS). This system provides a number of interactive features where your experience may be tailored according to your past activity on the website. Such features require the “session cookie” to operate.

GOOGLE ANALYTICS

The MyTextBook.co.uk Ltd website uses cookies to allow Google Analytics to function correctly. Google Analytics is a free web analytics tools that helps us understand how visitors engage with the MyTextBook.co.uk Ltd website.

Google Analytics collects information anonymously; it reports website trends without identifying individual visitors. The cookies store information such as the number of visits to the website and what site referred the visitor to the web page. We use the information to view reports about how visitors interact with the website and to help us improve your visitor journey. A different set of cookies is used for each website, and visitors are not tracked across multiple sites.

INFORMATION MANAGEMENT

To opt out of being tracked by Google Analytics across all websites visit
<http://tools.google.com/dlpage/gaoptout>

You may restrict or block the cookies which are set by the MyTextBook.co.uk Ltd website, or any other website through your browser settings. To find out more about cookies and how to manage them, visit www.aboutcookies.org.

Please be aware that restricting cookies may impact on the functionality of the MyTextBook.co.uk Ltd website.