

Privacy Policy

This document explains our policy regarding any personal information you might supply to us when you visit this site. Our goal is to protect your information.

Consent.

By accessing or using the Pro:Direct Website, you agree to the terms of the Pro:Direct Online Privacy Policy, as outlined below. If you do not agree to these terms, please do not access or use this site.

Collection of Personal Information.

When you engage in certain activities on this site, such as registering, ordering products, or entering contests, Pro:Direct may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to engage in these activities. If you elect to engage in these activities, however, Pro:Direct may require that you provide us personal information, such as your name, mailing address, e-mail address, and other personal identifying information. When ordering products on the site, you may be asked to provide a credit card number.

When you submit personal information to Pro:Direct you understand and agree that Pro:Direct and its subsidiaries, affiliates and trusted vendors may transfer, store, and process your customer profile in any of the countries in which Pro:Direct and its affiliates maintain offices, including without limitation, the United Kingdom.

Pro:Direct collects this information in order to record and support your participation in the activities you select. If you order a product, for example, the information is used to mail to you the items ordered and to provide you with any benefits that may be made available to registered users. If you enter a contest, information is collected to qualify the entry and contact you regarding the contest or prize awards. Pro:Direct also uses information that you provide as part of our effort to keep you informed about special offers, and other Pro:Direct products and services.

Pro:Direct recognises and appreciates the importance of responsible use of this information. If you do not want the information you provide to Pro:Direct to be used to inform you of other products and special offers from Pro:Direct, and you indicate this preference when you provide the information to us, we will honour your preference. In addition, Pro:Direct may selectively provide certain information to other companies or organisations that have products or services we think may interest you. If you do not want the information you provide to Pro:Direct to be shared with other companies, and you indicate this preference when you provide the information to us, we will honour your preference.

Your personal information is password-protected to prevent unauthorised access to it. We recommend that you do not divulge your password to anyone.

Use of Cookies on our site.

When you visit Pro:Direct, you can surf the site anonymously and access important information without revealing your identity. However, in order to provide a better service, we may use "cookies" to track your visit. A cookie is a text-only string of information that a website transfers to the cookie file of the browser on your computer's hard disk so that the website can remember who you are. A cookie will typically contain the name of the domain from which the cookie has come, the "lifetime" of the cookie, and a value, usually a randomly generated unique number. Two types of cookies are used on this website: Session Cookies - which are temporary cookies that remain in the cookie file

of your browser until you leave the site Persistent cookies - which remain in the cookie file of your browser for much longer (although how long will depend on the lifetime of the specific cookie). Cookies can help a website to arrange content to match your preferred interests more quickly. Most major websites use cookies. Cookies cannot be used by themselves to identify you. Find out more about cookies: How we use Cookies on our Site and what Information we collect.

Session Cookies.

To allow you to carry information across pages of our site and avoid having to re-enter information. Within registration to allow you to access stored information. To apply discounts dependant on your point of entry into the site.

Persistent Cookies.

To allow you to maintain a shopping basket. To help us recognise you as a unique visitor (just a number) when you return to our website and to allow us to tailor content to match your preferences. This also prevents you from having to 'Log In' every visit. The cookie cannot be read by a Web site other than the one that sent the cookie.

Disabling/Enabling Cookies.

You have the ability to accept or decline cookies by modifying the settings in your browser. However, you will not be able to use all the interactive features of our site if cookies are disabled.

Data Protection.

Pro:Direct is registered in accordance with United Kingdom Data Protection Legislation and will hold and use your personal data strictly in accordance with UK data protection legislation.

How does Pro:Direct protect visitor information?

Pro:Direct has a committed Security Policy. Pro:Direct will retain copies of the information provided when you register on the website, order any products from the site and enter into any competitions. Pro:Direct implements a number of sophisticated security measures to ensure the safety of any personal information provided. The information is contained on a secure server, which is accessible only by a limited number of employees who have authorised access rights to such information. All sensitive and credit card information supplied by any visitor to us is transmitted via Secure Socket Layer (SSL) technology. SSL is commonly-used for managing the security of message transmission on the Internet through public-and-private key encryption and a digital certificate that establishes your credentials when doing Internet business or other on-line transactions. When you are asked to enter any personal details or credit card information the web site will be secure. This is easily identifiable by an icon in the bottom of the browser window resembling an unbroken key or a closed lock. SSL ensures that the information being sent is secure. Your card number will be encrypted and replaced by a unique transaction reference number. Pro:Direct uses online bank secure servers and does not hold any customer card details on any Pro:Direct server at any time. To remove any name and address details please see remove details section in the Pro:Direct's help menu.