

This Privacy and Cookie Policy explains how Bridge FM uses the personal information we collect and how you can limit our use of that personal data.

## **1. What do we collect?**

1.1 We collect information or personal data provided to us by Users during the registration process (which as bound by the Terms and Conditions of using our websites you agree to provide as accurate) that relates to, and identifies you (e.g. your name, email and postal address) and information that does not allow us to identify you (e.g. general behaviour patterns of website visitors, page views) to evaluate our websites, ensure that our sites and services are operating correctly and ensure we are providing an appropriate and accurate advertising service for which we are being paid. We will also collect personal data from other areas of our websites such as competition entries or product sales.

Whilst we do not monitor your use of the Internet, we do use cookies to monitor your use of our websites and the services we provide. This information is not stored with your personal data and will only be used in an anonymous basis. We may also hold personal data relating to any trades, purchases or transactions you make with Nation Broadcasting or other businesses through Nation Broadcasting websites.

## **2. What is a Cookie?**

2.1 A Cookie is a very small text file sent from our website to your internet browser, which is then stored on your computer. Cookies aren't harmful in any way to your computer, they cannot transfer viruses or look at your personal information or read other files, and they only record information about your online preferences. Our website uses cookies to help us give you the best possible experience on our website.

## **3. Cookies we use**

3.1 We use the following cookies:

(1) Analysing Cookies: These anonymously remember the device you use to visit our website. They keep track of your browsing patterns and help us build up a summary of how our readers use our website.

(2) Services Cookies: These help us to make our website as efficient as possible, remember your details for login purposes, remember your account settings or preferences and count the number of pages you view in a session for the purpose of managing subscriptions to the website.

(3) Third Party Advertising Cookies: These are placed by us on behalf of our website advertisers on our site. These cookies may be placed within the advertisement and elsewhere on our site. Just like our Analysing Cookies, they are anonymous and cannot identify any individual. They are used for checking the statistics of an advertising campaign and count how many people have seen an advert and how many times a person has seen an advert.

3.2 Third Parties have no access to our cookies on our website.

#### **4. How do we gather information?**

4.1 The information we gather is collected in two ways:

(1) Indirectly through website cookie technology or technology when you use any of our mobile device applications; and

(2) directly when you register with any of the websites and create a profile, download a mobile device application or when otherwise providing information through our website (such as competition entries).

#### **5. How do you decide how you want to hear from us?**

5.1 We will always explain to you how and why we might contact you at the point where your personal information is collected. We will also give you a means of withholding or granting us permission to contact you by a series of tick boxes. If there are no tick boxes for you to check or uncheck, it is because we will not be contacting you with any information other than that which you sign up for (e.g. competition entry).

5.2 When responding to our offers or promotions by post, if you wish to be excluded from marketing content or for us to not send you offers and promotions please make this clear by stating "No Promos".

5.3 If you have signed up to receive marketing from us by text (SMS), please reply STOP to the last message you received in order to exclude yourself from further marketing messages by that means.

5.4 If you have signed up to our newsletter or to receive email marketing from us, please use the unsubscribe link at the bottom of any of our emails to amend any marketing lists you may be included in.

#### **6. How do we use the information we gather?**

6.1 We might use your information to:

(1) remember who you are when you visit our website and track your browsing patterns by using cookies;

(2) place your information into categorised segments so as to identify your interests, helping us give you advertisements and offers that are of relevant interest to you;

(3) ensure any of our services you access or receive are correctly managed (including your subscriptions);

(4) contact you by telephone, SMS, email or post to inform you of any of our services, products or promotions (which in some cases may be provided by third parties), but only in accordance with the permissions you grant us.

(5) ensure any materials or content on the website or in our apps are presented in the most effective way for you and your devices (both computer and handheld or mobile);

(6) collect and record numeric internet addresses to further improve the website and observe website usage;

(7) measure and understand user feedback and recognise user hotspots;

6.2 If you have subscribed to any of our services, we will use the information you provide to keep you updated on those services unless you have told us otherwise.

## **7. Accessing and updating your personal information**

7.1 You can update or change your details by accessing your account information page on the website or in the apps, and marketing preferences by emailing marketing newsletters@nationbroadcasting.wales or by writing to us at Bridge FM Ltd, 14 The Old School Estate, Station Road, Narberth, Pembrokeshire, SA67 7DU.

7.2 You have access rights to any personal information we hold about you. To receive a copy of the personal information we hold about you, please send an email to data-protection@nationbroadcasting.wales. There will be an administration charge of £10 incurred for being provided with a copy of this information.

## **8. Managing your browser cookies preferences**

8.1 Most internet browsers will allow you to change your cookie preferences or turn off cookies. Switching off cookies may affect the usage of the website, change the performance of the website or restrict access to the website altogether. To do this, access the “help” feature of your web browser if it has one.

## **9. Security**

9.1 The password you enter when signing up with the website is encrypted for your protection against any unauthorised access to your personal information.

9.2 We will do our utmost to protect the privacy of our users. No data transmission across the Internet can be completely secure, and consequently we cannot guarantee the security of your personal information and/or use of the website. Any personal or non-personal information you send is at your own risk and may be read by others. However once we have received your information we have procedures to protect the security of that information.

## **10. Disclosing your information**

10.1 We may reveal your personal information if we are approached by a likely buyer of our business, if by law we are required to do so or in good-faith deeming such an action to be essential to comply with the law.

10.2 We will never without your permission sell or pass on your personal information to third parties for marketing purposes.

## **11. Where we store your personal information**

11.1 The personal information you provide us with is stored inside the UK.

## **12. Changes to this Policy**

12.1 We reserve the right to make changes to this policy at any time. If we do, we will post those changes onto this page or in a link at the footer of our website. Please check regularly to be kept up to date with any changes to this policy.

## **13. If you don't feel we're adhering to this Policy, what should you do?**

13.1 If you for any reason believe that we are not adhering to this Policy, please notify us by email at [data-protection@nationbroadcasting.wales](mailto:data-protection@nationbroadcasting.wales) and we will try to resolve the issue as quickly as possible.