

PRIVACY POLICY

This Website is owned and operated by Pure Natural Products Ltd, a company registered in England and Wales with registered number 03936610 whose registered office is 20 Old Lincoln Road, Caythorpe, Grantham, Lincs NG32 3DF. The terms “we”, “our”, “us” when used in this Privacy Policy means Pure Natural Products Ltd (“Pure Natural Products”).

Please read our Privacy Policy carefully to understand our views and practices regarding your personal data. This explains what information we gather and helps us ensure that you understand and consent to our uses of such information

We occasionally modify our Privacy Policy and will post those changes on this page so that you are always aware of what information we collect, how we use it and under what circumstances we disclose it. Please check our Privacy Policy frequently to ensure that you are aware of any changes.

This Privacy Policy (together with our Terms and Conditions of Use and any other documents referred to in them) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

Pure Natural Products operates the website at www.apibal.com (the "Website"). Pure Natural Products also operate social media sites on various platforms including, but not limited to Facebook and Twitter (collectively “Social Media”). Please note that the Website may from time to time contain links to and from other websites. If you follow a link to any of these websites please note that we are not responsible for the privacy practices or the content of such websites or Social Media, save as expressly set out herein in relation to Pure Natural Products and the information practices of those websites are not covered by this Privacy Policy. Please check the individual privacy policy of any website or social media platform before you submit any personal data to them.

1. INFORMATION WE MAY COLLECT AND HOW WE USE IT

1.1 Pure Natural Products collects the following information about you when you use the Website (including Pure Natural Products’ social media pages):

1.1.1 information that you provide.

We may collect personal information (for example your name, email address and postal address) when you place an order to buy a product or register for our newsletter; and

1.1.2 information collected by us as you use the Website and/or Social Media.

Pure Natural Products collects and stores information transmitted by your computer when you use the Website and/or Social Media. This may include your IP address, browser data and information we receive from cookies (please see section 5 below).

1.1.3 Surveys & Contests.

From time-to-time our site requests information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as postcode, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site.

1.1.4 Comments, Reviews and Posts on Social Media.

Pure Natural Products may collect personal information (for example your name, email

address, social media identifier and the contents of your comment, review, or post) when you leave a comment, post a review or send a post via Social Media or otherwise provide information on Social Media.

1.2 We may use this information in the following ways:

1.2.1 to provide our service(s) to you as a user of the Website and/or Social Media, including enhancing your user experience;

1.2.2 to process and fulfil your orders for our products;

1.2.3 to provide you with newsletters and other information about special offers or features of the Website and/or Social Media which we think may be of interest to you and for related marketing purposes, if you have submitted your contact details to us for these purposes or otherwise provided your consent for us to do so;

1.2.4 for marketing third party products and services to you, if you have provided your consent for this;

1.2.5 to ensure that content from the Website and/or Social Media is presented in the most effective manner for you and your computer;

1.2.6 to notify you about changes to our products and/or the Website and/or Social Media; and

1.2.7 to help diagnose problems with our server and to administer the Website and/or Social Media; (together the “Purposes”).

2. YOUR CONSENT

2.1 By using the Website and/or Social Media and submitting information, you consent to:

2.1.1 the collection and use of your personal information by us as described in section 1 above;

2.1.2 the sharing of your data with third parties in accordance with section 3 below; and

2.1.3 our sharing personal information with other companies within the Pure Natural Products group of companies which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006 in connection with the Purposes and the operation of this Website.

3. INFORMATION DISCLOSURE TO THIRD PARTIES

3.1 We may disclose your personal information to third parties in the following circumstances only:

3.1.1 for marketing purposes provided your consent has not been withdrawn, with third parties;

3.1.2 to service providers who manage aspects of our operations (for example third parties who provide technical services to the Website and/or Social Media) in connection with the Purposes;

3.1.3 if Pure Natural Products or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets;

3.1.4 if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Website Terms and

Conditions and other agreements, including the terms and conditions of use of any social media platform; or

3.1.5 to protect the rights, property, or safety of Pure Natural Products or Website and/or Social Media users (this includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction).

4. YOUR RIGHTS - MARKETING

4.1 You will only receive marketing communications from us and/or third parties if you have consented to this when you provided your contact details to us (or if you have otherwise submitted your consent to us for these purposes).

4.2 You have the right to ask us not to use your personal data for marketing purposes. You can request that you stop receiving information from us at any time by emailing info@purenaturalproducts.co.uk.

5. IP ADDRESSES AND COOKIES

5.1 We may collect information about your computer including your IP address, operating system and browser type for system administration and to report aggregated information. This is statistical data about your browsing actions and patterns and does not identify you individually.

5.2 'Cookies' are small pieces of information that are stored by your browser on your computer's hard drive. Most web browsers automatically accept cookies, but you can usually change your browser to prevent that. We only use cookies to keep track of the pages you and other visitors have been to on our Website and to tell us whether you have visited the Website previously in order to deliver a better service.

5.3 You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you login to our Website.

5.4 Please note if we carry any external advertising on our Website or have sponsors, that they themselves may also use cookies over which we have no control.

6. DATA STORAGE

6.1 All information you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password or other data which enables you to access certain parts of our Website, you are responsible for keeping this password and any other identifier confidential and we strongly recommend that you do not share your password or other identifier with anyone.

6.2 This or the dynamics of the internet may mean that information is sent electronically to servers outside of the country where you originally entered the information. In addition, that information may be used, stored and processed outside the country where you entered that information and by using the Website and/or Social Media you consent to such transfer, storage or processing. While there is a risk that countries to which information is transferred will not be subject to an information protection regime as rigorous as that of the UK, we will always take steps to ensure that your information is treated securely and adequately protected in accordance with this Privacy Policy.

6.3 Your data may also be processed by staff that work for us or for one of our suppliers and may be situated outside the country where you entered that information. Such staff may be engaged in, among other things, the provision of our service(s) to you and the provision of

support services. By submitting your personal data, you agree to such transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

6.4 Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk. Once we receive your information, we use strict procedures and security features to try and prevent unauthorised access. Agents or contractors who in the course of providing services to Pure Natural Products have access to information which you give to us are required to keep that information secure and confidential and are not permitted to use it for any purpose other than to carry out the services which they are performing for Pure Natural Products.

7. ADVERTISERS We do not disclose identifiable information about individuals to our advertisers or sponsors but we may provide them with aggregate information about our users. We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in London). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' and sponsors' wishes by displaying their advertisement to that target audience.

8. SOCIAL MEDIA We work with trusted third parties, including social network sites like Facebook, Twitter, Instagram, YouTube, Google+, and with application developers who specialise in social media so we can connect to your social networks. All of these companies operate third party sites. We provide access to our Social Media by third parties and business partners so we can generate interest in our products and services among members of your social networks and to allow you to share product and service interests with friends in your network.

We cannot control how your data is collected, stored, used or shared by Third Party Sites or to whom it is disclosed. Please be sure to review the privacy policies and privacy settings on your social networking sites to make sure you understand the information they are sharing. If you do not want a third party site to share information about you, you must contact that site and determine whether it gives you the opportunity to opt-out of sharing such information. Pure Natural Products is not responsible for how these third parties may use information collected from or about you.

9. INFORMATION ACCESS You have a right to access information held about you and you can do this by emailing info@purenaturalproducts.co.uk. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you. We will endeavour to send you the information (as held by us) within 30 days. You can also request us to correct any factual inaccuracies in that information or delete any of that information from our records.

10. CONTACT If have any questions, comment or requests regarding our Privacy Policy please email info@purenaturalproducts.co.uk.