

Buffalo Technology Privacy Policy

1. Introduction

- 1.1 Buffalo Technology UK Limited (**'Buffalo Technology'**) is committed to respecting and protecting your privacy. This policy explains how and for what purpose Buffalo Technology uses the information collected about you from <http://partner.buffalo-technology.com> (referred to in the rest of this Policy as the "Website"). Please read this privacy policy carefully. By using the Website and any services Buffalo Technology offer via it, you are agreeing to be bound by this policy.
- 1.2 If you have any queries about the policy, please get in touch with us as follows and we will do our best to answer your questions:

2 Bracknell Beeches
Old Bracknell Lane West
Bracknell, RG12 7BW
United Kingdom

Email: emeamktg@buffalotech.co.uk

2. Information we collect

- 2.1 On this Website, you can make requests, download and register to receive materials. The types of personal information collected at these pages are name, email address, postal address, job title, and telephone number. In order to tailor our subsequent communications to you and continuously improve our products and services (including registration), we may also ask you to provide us with information regarding your professional interests, your experience with our products and more detailed preferences such as the type of products already sold by your organisation and which manufacturers' products your organisation already sells. Some electronic newsletters that you may receive may also record data about which articles you have expressed an interest in.

3. How we use information

- 3.1 Buffalo Technology uses the information that it collects in order to: help you complete a transaction, communicate with you, provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes, and personalize and improve the Website for you.
- 3.2 We may use your data, or permit selected third parties to use your data, to provide you with information about products and services which may be of interest to you and we or they may contact you about these by post or telephone. However, we will not contact you for marketing purposes by electronic means (e-mail or SMS) unless you have provided your consent for this. If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data (the registration form).

4. IP Address and Cookies

- 4.1 Buffalo Technology may collect information about your computer, including where available your IP address, operating systems and browser type. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.
- 4.2 When you visit the Website Buffalo Technology may also store some information (commonly known as a "cookie") on your computer. Cookies are pieces of information that a website transfers to your hard drive to store and sometimes track information about you. Cookies are specific to the server that created them and cannot be accessed by other servers which means that they cannot be used to track your movements around the web. Passwords and credit card numbers are not saved in cookies. A cookie helps you get the best out of the Website and helps us to provide you with a more customised service. Buffalo Technology use cookies to track how our Website is used and to improve and update its content.

5. Who we share it with

- 5.1 Buffalo Technology may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 736 of the UK Companies Act 1985.
- 5.2 Buffalo Technology may disclose your personal information to:-
- (a) one of our carefully selected business partners or to other carefully selected third parties, to enable them to send you information which may be of interest to you but only if you have given us permission to do so;
 - (b) third parties, in the event that we sell or buy business or assets, in which case we may disclose your personal data to the prospective seller or buyer or such business or assets;
 - (c) third parties, if Buffalo Technology 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; and
 - (d) 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 terms of use (<http://partner.buffalo-technology.com/terms.asp>) and other agreements; or to protect the rights, property, or safety of Buffalo Technology, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

6. Where we store your personal information

- 6.1 Buffalo Technology data is stored in the UK. If Buffalo Technology transfers your information outside of the EEA Buffalo Technology will take steps with the aim of ensuring that your privacy rights continue to be protected as outlined in this privacy policy.

- 6.2 Your data may be transferred to a destination outside of the EEA however, or processed by staff operating outside the EEA who work for Buffalo Technology or for one of our suppliers. The data which will be transferred includes your first name, your last name, and your email address, and this data will be processed for the purposes of sending you Buffalo newsletters by email. By submitting your personal data by registration, you agree to this transfer, storing or processing."

7. Security

- 7.1 Buffalo Technology is committed to ensuring the security of your information. To prevent unauthorized access or disclosure, maintain data accuracy and ensure the appropriate use of information, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.
- 7.2 Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

8. Your Rights

- 8.1 You have the right to ask us not to process your personal data for marketing purposes. Buffalo Technology will not use or share the personal information that you provide to us for marketing purposes without first letting you know and offering you the choice. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right at any time by contacting us at:

2 Bracknell Beeches
Old Bracknell Lane West
Bracknell, RG12 7BW
United Kingdom

Email: emeamktg@buffalotech.co.uk

- 8.2 Our Website may, from time to time, contain links to and from third party websites. If you follow a link to any of these websites, please note that these websites may have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

9 Accessing and Changing your Information

- 9.1 In order to ensure that Buffalo Technology delivers the best service to you we aim to keep our information about you as accurate as possible. If you would like to review or change the details you have supplied us with, please contact us at:

2 Bracknell Beeches

Old Bracknell Lane West
Bracknell, RG12 7BW
United Kingdom

Email: emeamktg@buffalotech.co.uk

10 Web Hosting Details

This website is hosted by:

Buffalo Technology UK Ltd
2 Bracknell Beeches
Old Bracknell Lane West
Bracknell
Berkshire
RG12 7BW
Registration no. 02514456
VAT No: GB 547994284

Buffalo Technology can be contacted via one of the following means:

TEL: +44 (0)1344 381700
FAX: +44 (0)1344 381710

Email: [**emeamktg@buffalotech.co.uk**](mailto:emeamktg@buffalotech.co.uk)