

## **Midland Ancestors, Bromsgrove Group - Privacy Policy**

This privacy notice relates to your use of the Bromsgrove Group website with url [www.bromsgrovebmsggh.co.uk](http://www.bromsgrovebmsggh.co.uk).

### **Electronic Storage**

Information regarding your login details, name, address, phone number, email and order activity will be stored on a computer. This information will only be used by Midland Ancestors to fulfil your online orders from this website, including membership applications.

Details held on Midland Ancestors computers will not be passed to any other organisations.

### **Online Payments**

Online payments from this website are made via our preferred payment partners, Paypal Payment Services and Eventbrite, and as such no banking, debit or credit card details are stored on Midland Ancestors computers. We will pass your name, address, email and order details to card processing partners in order for them to process your payment. Providers will provide a link to their own Privacy Policy on their payment processing page.

### **Cookies**

In order to process orders, cookies (small data files) will be stored on customer's computers. This is normal practice for online purchases with shopping cart and online payment facilities. Midland Ancestors does not use cookies for advertising purposes.

### **Analytics**

Visits to this website are also recorded by Google Analytics in order to provide anonymous statistics to assist us in website capacity planning and to assist with decisions on which products to make available online. The following lists some of the information recorded.

- Country/town of origin (we need to add postal rates by country so must ensure that all

countries are included).

- Number of visits and pages viewed (this indicates areas of interest which we may expand at a later date).
- How customers came to our site, e.g. via a Google search, referral from another site, other search engines, or direct.
- Keywords used in search engines (this helps us to decide which product ranges we may expand in the future).

None of the above Google Analytics data can be traced back to an individual computer.