



PRIVACY & COOKIE POLICY

Stratology Limited ("we", "us") are committed to protecting and respecting your privacy. Build Your Own MBA is the trading name of Stratology Limited.

This policy (together with our terms and conditions) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the **Act**), the data controller is Stratology Limited, 13 - 14 Orchard Street, Bristol, BS1 5EH.

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

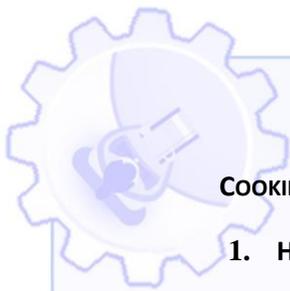
- Information that you provide by filling in forms on our site www.BuildYourOwnMBA.com (**our site**). This includes information provided at the time of enrolling in the course, posting material or requesting further services. We may also ask you for information when you report a problem with our site.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of transactions you carry out through our site and of the fulfilment of your orders.
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

Payment Information

We will not store your debit or credit card details when you provide them to us to make payment. The card details will be passed securely to our payment provider to facilitate the transaction and nothing else. Any payment transaction will be encrypted using SSL technology.

IP ADDRESSES

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.



COOKIE POLICY

1. How we use Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

2. Compliance Cookies

This cookie is placed to tell us if you will allow us to store non-functional cookies on your website. It tells us you have given your consent to the use of cookies on our site.

Cookies used: cookieConfig

3. Analytics Cookies

These cookies allow us to count page visits and traffic sources so we can measure and improve the performance of our site, using a service provided by Google Analytics.

Cookies used: __utma, __utmb, __utmc, __utmz

3. Functional Cookies

These cookies are used to enable core site functionality. They do not contain any personal information and some are automatically deleted when you close your browser.

Cookies used: ASP.NET_SessionId, simpleCart

4. Third Party Cookies

We use a number of social media tools to enhance visitor interaction on our site. If you already use these platforms their cookies may be set through our website. Data may then be collected by these companies that enables them to serve up adverts on other sites that they think are relevant to your interests.

Twitter Cookies: ab_sess_search_relevance_ranked_hits_189, dnt, t1, auth_token_session, secure_session, twll, twid, ab_sess_wtf_user_to_user_rec_155, ab_sess_search_relevance_social_167, ab_sess_t1_actions_156, __utmc, __utmv, __utmb, __utma, __utmz, _twitter_sess, _twitter_sess, ab_sess_activity_ddg_126, ab_sess_activity_up_top_98, ab_sess_promoted_arrows_and_pills_78, ab_sess_Relevance_V1-49, _sm_au_d, auth_token, external_referer, guest_id, k, lang, original_referer, pid

Facebook Cookies: lu, L, L, datr, e, c_user, c_user, presence, sct, sct, _sm_au_d, act, _e_bWDI_21, _e_bWDI_22, _e_bWDI_23, _e_bWDI_24, _e_CTMK_0, _e_CTMK_1, _e_CTMK_2, _e_e6Yv_0, _e_e6Yv_1, _e_e6Yv_2, _e_0ITr_10, wd, x-referer, xs, xs, reg_ext_ref, reg_fb_gate, reg_fb_ref, reg_ext_ref, reg_fb_gate, reg_fb_ref

Google Cookies: PP_TOS_ACK, IGTP, NID, ULS, OTZ, APISID, SAPISID, SSID, _sm_au_d, S, S_awfe, SID, SS, W6D, BEAT, HSID, PREF

USES MADE OF THE INFORMATION

How your information will be used:

- To provide you with the main services on our site for administration and accounting and to ensure that the content and services that we offer are tailored to your needs and interests.
- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service including updates to the site.

YOUR RIGHTS

We will not provide your data to any third parties for the purposes of marketing without first of all obtaining your permission.

Our site may, from time to time, contain links to other sites. If you follow a link to any of these websites, please note that these websites 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.

WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this 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.



All information you provide to us is stored on secure servers. Any payment transactions will be encrypted using SSL technology. 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.

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.

DISCLOSURE OF YOUR INFORMATION

We 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 1159 of the UK Companies Act 2006.

We may disclose your personal information to third parties:

- If Stratology Limited 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.
- 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 and conditions; or to protect the rights, property, or safety of Stratology Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

ACCESS TO INFORMATION

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. 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.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy & cookie policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

CONTACT

Questions, comments and requests regarding this privacy & cookie policy are welcomed and should be addressed to Stratology Limited, 13 - 14 Orchard Street, Bristol, BS1 5EH, UK