

Privacy policy

We have updated our Privacy Policy!

The law relating to the use of cookies changed in May 2011 and now requires that cookies only be used with consent. The government is consulting with industry and regulatory bodies around the best way to obtain appropriate user consent. In the meantime, we have updated our privacy policy. [Click here](#) to read how we use cookies.

We, STV Central Limited (“STV”, “we” or “us”) are committed to protecting your privacy. **Please read this privacy policy (“Privacy Policy”) to understand how we use and protect the information that you provide to us.**

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Our Commitment to Data Security

We strive to protect the quality and integrity of your personal information.

We have implemented technologies and security policies to protect the stored personal data of our users from unauthorised access, improper use, alteration, unlawful or accidental destruction and accidental loss. We will continue to enhance our security procedures as new technology becomes available.

STV employees and processors who have access to personal data are obliged to respect the privacy of our users and the confidentiality of their personal information.

Your personal information will not be supplied to any other persons without first obtaining your consent unless we are obliged by law to disclose it.

2. The Information STV Collects

We collect information about you:

- when you register with us;
- when you access the stv.tv website (the “**Website**”);
- when you request services from us;
- when you participate in promotions;
- when you enter competitions;
- when you e-mail or otherwise contact us;
- when you otherwise provide us with your personal information by using or posting information on the Website; and
- from third parties in circumstances where you have consented.

Personal Data

The type of personal information collected on the Website may include your name, company name, address (including postcode), email address, telephone number (including mobile), user name and password, lifestyle information and any other personal information provided by you.

Surveys

Sometimes, we may conduct surveys and ask questions about our own and third parties products and services. Where the survey is anonymous, you will not be personally identifiable from your response although we may post responses on the Website. We will let you know in advance when such responses are posted onto the website. In all other instances, you should assume that we track any information you provide on a personally identifiable basis.

General Website

Disclosure of personal, private and confidential material on the Website is at your own risk. Any information you choose to contribute to the Website on a public forum shall become public information and subject to our Website’s Terms and Conditions.

Under 16’s

Persons under 16 should not disclose any personal information to us without first getting the permission of a parent or a guardian.

3. The Way STV Uses Your Personal Information

We shall use your information in the following ways:

- to enable us to supply you with the goods and services and information which you have requested;
 - to analyse the information we collect so that we can administer, support, improve and develop the business and tailor the services we offer to you;
 - to contact you in order to send you details of our services and any updates which may be of interest to you;
 - to provide you with access to certain parts of the Website;
 - to contact you for your views on our products and services;
 - to contact you to ask you to participate in surveys conducted by STV;
 - to contact you for your views on third party products and services;
 - to personalise repeat visits to our Website;
 - to send you unsolicited marketing;
 - to send to you SMS text messages regarding offers featured on the Website;
- and
- for all other purposes consistent with the proper performance of our operations and business.

4. How STV Manages Your Personal Information

We will hold your personal information on our systems for as long as you use the service that you have requested and for a reasonable amount of time thereafter.

We will suppress your personal information when the service that you have requested is finished or on request by you. This means that no further information will be sent to you without your further consent.

We will ensure that all of the personal information that you supply is held securely and otherwise in accordance with Data Protection legislation.

5. Disclosure of your Personal Information

During registration, you will be given the opportunity to opt in to receive emails from STV with offers and information about services that may be of interest to you.

You may also choose to receive emails from STV or third parties when you enter competitions and promotions operated by STV.

Where you opt in to receive emails from third parties, we will only share your name and email address with them.

You should note that where you select to receive emails from selected third parties, those organisations may follow privacy practices which are different from that of STV.

Change of Control

If our business is sold to or merged with another business entity, your personal information may be disclosed to our new business partners or owners.

By using the Website, you consent to the collection and use of this personal information by us in the manner described above.

6. Cookies

A “cookie” is a text file that attaches to the hard drive of your computer and remembers information about the configuration of your computer.

How we use cookies

We use cookies for the following purposes:

- **Analytics.** We use cookies to track your use of the Website in order to better develop the Website (for example, working out which parts of the website are more popular and developing our content accordingly).
- **STV Advertising.** We use cookies to better target our advertising on the Website and to ensure our advertising is as relevant to you as possible. For example, we may use cookies to serve advertising to you about Coronation Street if you have recently visited the Coronation Street pages of the Website. We may also use cookies to ensure that we do not serve you the same advert too many times.
- **Third Party Advertising.** We work with third party advertising networks who may use their own anonymous cookie to monitor how many people have seen an advert on the Website. They may serve advertising based on what content a user may be interested in based on visiting the Website and other sites.
- **Registration.** If you have registered with the Website, we will use cookies to identify you when you sign in to the Website, allowing you to see a customised version of the Website and removing the need for you to re-enter your log-in details.

Further information and opting out of cookies

You can opt out of STV collecting non-essential information through cookies at any time by configuring your browser accordingly. For information on how to manage or disable cookies, please go to <http://www.aboutcookies.org>.

The Network Advertising initiative provide further information on cookies used in online advertising and also allows users to opt out of participating networks – you can visit their website here: <http://www.networkadvertising.org>. Another useful resource to manage cookies is www.youronlinechoices.co.uk.

You should bear in mind that if you opt out of receiving cookies, you may be unable to use some of our online services.

7. Third Party Websites

Because we want your experience of the Website to be as informative and useful as possible, we provide a number of links to third party websites.

Please note that STV does not control such third party websites who may send their own cookies to users, or otherwise collect data or solicit personal information.

STV assumes no responsibility for the information gathering practices of websites that you are able to access through the Website, and we encourage you to review each website's privacy policy before disclosing any personally identifiable information.

8. Consent

When you provide us with your personal data (such as your name, e-mail address etc) for example, by registering with STV or by posting information on the Website, you consent to the collection, storage, use and transfer of your personal information under the terms of this Privacy Policy.

9. Your Consent to this Privacy Policy

By using the Website, you are accepting this Privacy Policy. If you do not agree with any term in this Privacy Policy, please do not use the Website or submit any personal information to us.

10. Managing Your Own Information (Opting Out)

If you would prefer not to receive emails from STV or carefully selected third parties, please leave the appropriate opt-in box at the registration page blank.

Once you have opted in to receiving emails, you can easily opt out at any time by visiting the "My STV" section of the Website and by de-selecting the appropriate opt-in box under the "E-mail Subscriptions" section.

You can also unsubscribe by following the link contained at the bottom of each email you receive from STV.

11. Access to Your Information

You can ask us whether STV holds personal data about you, and you can also request to receive a copy of that personal data.

Such a request must be requested in writing. Before sending you any personal data, we will ask you to provide proof of your identity together with a £10 administration fee.

If you are not able to provide proof of your identity, we reserve the right to refuse to send you the personal data.

12. Changes to our Privacy Policy

We reserve the right to change or remove this Privacy Policy at our discretion.

If we decide to change our Privacy Policy, we will post those changes on the Website. We encourage you to visit this area frequently so as to stay informed.

If there is any material change in the type of personal information we collect, we will obtain your permission before we collect the additional information.

We will not make any changes that allow STV to give personal information to any other person without obtaining permission from you first.

13. How to Contact Us

Should you have any questions or concerns about this Privacy Policy or the use of information, please e-mail us at yourview@stv.tv or write to us at Your View, STV, Pacific Quay, Glasgow G51 1PQ

STV is located in Scotland in the UK. If you are located outside the UK and you contact us please note that any information you provide will be transferred to the UK and by submitting the information you authorise this transfer.

Please note: The laws and regulations in different countries impose different (and even conflicting) requirements on the Internet and data protection.

Scots law governs all matters relating to this site.

Version: August 2011