

About 4 Channel4.com – Privacy Statement

1.1 General Information

Channel Four Television Corporation and 4 Ventures Limited (together “Channel 4”) owns and is responsible for the content of a number of websites including, but not exclusively, www.channel4.com, www.homeworkhigh.com, www.4learning.co.uk, www.4car.co.uk and www.cricket4.com. Unless stated otherwise, this Privacy Statement applies only to the Channel4.com website. Any site belonging to Channel 4 may have additional privacy statements that relate to their content, practices and use of personal information on each specific site. When visiting any of the Channel 4 websites, it is recommended that users consult the individual privacy statements available.

1.2 Channel4.com Privacy Statement

Channel 4 will use any personal information collected from this website (www.channel4.com) in accordance with the Data Protection Act 1998. Further details on the UK Data Protection Act can be found at the website of The Office of the Data Protection Commissioner. Channel 4.com has taken appropriate measures to keep secure and personal information given by user of this site.

1.3 What information do we collect and why? The information collected on this site includes:

1.3.1 Users’ IP address, which is automatically logged by our web server. IP addresses are used to observe users’ interest in this website (number of visits, etc)

1.3.2 Cookies are very small text files saved to your computer used to track user navigation around a website. At www.channel4.com session cookies are used to store information on which advertisements have been seen by a user.

Some Channel 4 sites also use persistent cookies which are permanently stored on the users’ computer. Channel 4 will use such cookies to identify unique users to our sites. They are not cross-referenced with any other information such that an individual person could be identified.

Channel 4 may use a third party to serve advertisements on our sites. The advertisers may use cookies to track the number of users responding to the campaign. Channel 4 does not have access to or control of cookies placed by third parties.

Disabling/Enabling Cookies – users have the ability to accept or disable cookies by modifying the settings in their browser. Disabling cookies however may mean that some functionality may be affected. For further directions on how to disable cookies please click here <http://www.allaboutcookies.org/manage-cookies/stop-cookies-installed.html>

1.3.3 E-mail addresses and/or other contact details which users voluntarily provide in order to:

- (a) receive information from the Channel 4 Group of Companies and/or our partners. The Channel 4 Group of Companies refers to those companies owned or part owned by Channel 4 and 4 Ventures, including without limitation, E4, FilmFour and Channel 4 International.
- (b) register for competitions and other premium content
- (c) participate in discussion forums (see below).

Channel 4 will not disclose voluntarily provided details to third parties or use the information in any other way without prior

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consent. On all pages where personal data is collected, specific details on the use of this information will be provided.

1.4 Your rights

You have the right to access your information held by Channel 4 and where necessary, to have it amended. You can also request not to receive marketing information from Channel 4. For more details, please contact: Data Protection, Rights Dept, Channel 4, 124 Horseferry Road, SW1P 2TX or email privacy@channel4.co.uk

1.5 Chatroom and Forums

Users are reminded that chat rooms and forums are for public discussion. Any personal information supplied by users during these discussions is widely accessible. Channel 4 is not responsible for the content posted by users of these services.

1.6 Links to other websites

This website contains links to other sites that are completely unrelated to Channel 4. This privacy statement does not apply to these sites nor are we responsible for the content and practices of these websites.