



Sunflower Privacy Policy

Our commitment to Your Privacy

The Sunflower Group is committed to protecting your privacy while visiting us online. We understand your information is personal and we value your involvement with our website.

This Privacy Policy covers how The Sunflower Group treats collected and received information.

This Privacy Policy applies only to The Sunflower Group online and not to other companies' or organizations' websites to which The Sunflower Group is linked. Please view any linked organizations' privacy policy.

Collection of Information

There are two types of information collected by The Sunflower Group. The first is anonymous and includes such information as number of visitors viewing certain page or surveys where your personal details are not captured.

The second type of information collected is personal information and includes such information as your own and/or your business name, address, other contact details. With this second type of information we can provide a more personalized experience and service to you. Information is collected from you on both a promotional basis and an attempt to make your visits to our websites more rewarding.

The amount of information you disclose is your choice however it is important to note that some services, promotions, surveys, documents, etc. cannot be accessed if you choose not to provide the required information.

Sunflower collects contact information when you register with and when you take surveys, when you enter promotions or competitions and when you take advantage of specials.

Surveys may ask for specific personal information which helps us in defining demographic information such as age, gender or postcode.

When you register and provide your personal information and contact details so you may not be anonymous to us.

The Sunflower Group may ask for personal information about you such as credit card number, billing address, type of computer and when you sign up to a particular service.

We may also collect information on your transactions with us.

Children

Children must obtain parents' permission before providing information to Sunflower. If a child signs up to any promotion, survey or service it is expected they have received prior permission from parents to do so and that all information provided has parent's prior consent.

Use of Information

The Sunflower Group generally uses your information to:

Personalize your experience while visiting our website.

Provide products or services to you.

Provide you access to promotional offers.

Assist us to better use surveys to gain more meaningful information.

Collate information across companies within the group.

Provide you with ongoing information about opportunities in which we believe you may be interested.

Give you the opportunity to receive email and "e-newsletters" from Sunflower

Every email will include an opt-out option that will direct you to the Sunflower website to enter your details. You may receive an email confirmation of your removal from the email list. Your details will still be kept on file.

Use of Public Online Facilities

In the event of making your information public, The Sunflower Group takes no responsibility for its use. This includes using such facilities as, but is not limited to: chat, forums, signing guest books, voting online, and communities. Note that whenever you post personal information in publicly accessible places, such as chat rooms or message boards, this information becomes available to anyone with access to the internet. Providing any of your details publicly is strongly discouraged by The Sunflower Group.

Information Sharing and Disclosure

Sunflower does not rent, sell or share personal information about you with other people or non-affiliated companies except to provide products or services you have requested. The only exceptions to this are:

Sunflower may provide your information to trusted parties working with or for Sunflower under a confidentiality agreement with us. These partners do not have independent authorization to disclose your information but may use your information to help Sunflower service and communicate with you.

The Sunflower Group may share your information if we must respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims.

Sunflower may share your information if we believe it necessary to investigate or take action on illegal matters or activities, situations that may be of harm to an individual or company, violations of The Sunflower Group Terms and Conditions or as otherwise required by law

Sunflower will transfer your information if Sunflower is acquired or merged with another company. You will be notified by email of this prior to the transfer. We must have your email address on file to enable us to receive this notification.

Sunflower may use targeted advertising for your convenience based upon information that you have supplied. Advertisers will be given only generic information from Sunflower, e.g. businesses, running over 14 years, but by responding to, or interacting with, targeted advertisements you are consenting to the possibility that these advertisers will make the assumption that you meet the targeting criteria for the advertisement.

Internet Browser Cookies

Sunflower may set and access cookies on your computer.

Confidentiality

The Sunflower Group limits access to your personal information to employees and companies (as described previously) who we believe reasonably needs access to it.

Changes to this Policy

The Sunflower Group may update or change this policy. A notice will be posted on this website for 21 days after the change is made.