



Privacy Policy

This privacy policy clarifies how Evoq Limited (also referred to as "our", "we", "us" or simply "Evoq"), collects, stores and consumes the information that you generate as you use the vuPlan.tv™ service, as well as how you can manage your data.

This document does not cover the practices of companies that we do not own or control or of people that are not employed or managed by Evoq Limited. Similarly, this policy does not cover websites linked to from our web properties or applications.

Your privacy has been respectfully considered at every stage while our service was under development and we continue to be committed to this cause. We appreciate the sensitive nature of television viewing habits and our goal is to be transparent with how we treat the information we collect, that enables the service to function.

Our service has been designed to allow you to remain anonymous. To use the service, you do not have to provide your email address to us and you have the option to choose a random screen name.

The information we collect will not be used in any other manner than that described in this policy document.

The vuPlan.tv Mobile Applications

By using the vuPlan.tv™ mobile phone applications, you consent to:

- The collection of your reminder and/or recorded TV content data.
- Incur any costs resulting from its usage, such as mobile network data fees, rental or other service charges and taxes.

We will explicitly ask for your consent, via a user interface in the application, before we use geographical data. We will not collect such data before your permission has been sought.

The Information We Collect

Log Files

All our client applications create log files while they are running. Sometimes, this log file data is sent to us for diagnostic reasons. The log files contain times and dates of client activity and the software and hardware environment the application is running within.

The client logs contain no personal information other than that which you enter into the application UI.

Most of the time, the servers hosting the websites you visit will keep a log of the connections made and pages of information sent. We also log visitor activity in this way. The logs are produced by the server software and are not form part of the vuPlan.tv™ system.

Server logs contain the IP address of the device or computer you are accessing our services from, as well as the type of browser you're using and the pages you visit. Additionally, internet addresses that referred you to our website are recorded.

Location Information

The vuPlan.tv™ mobile application collects information about where you live during the membership sign-up process. This data is supposed to represent the location of your recording device(s) in a general manner and the user-interface is designed not to allow you to be over-specific.

At present, the mobile applications contain no code to collect real-time location information, but such a feature may be implemented in a future version.

The vuPlan.tv™ client for Microsoft® Windows® collects the location information that you provide to your computer during configuration of Windows® Media Center.

The ability to deduce your exact whereabouts from this data is dependent upon how large an area is represented by the locality you pick and the number of other vuPlan.tv™ customers that share the same locality.

Cookies

Cookies are used by internet websites to uniquely identify your web browser. Cookies are not a means to collect personal information.

Cookies may be consumed only for the duration of your visit, or may be stored and used upon subsequent visits, even if you reboot your computer.

You can control the handling of cookies in your browser settings; however some features of our website may not be available if you disable cookies. In some cases, disabling cookies means that the information held within them is transmitted in a less secure manner.

Information provided by you

To enable all features of our service, you must create a vuPlan.tv™ member account. This process requires you to provide us with a screen name which publicly represents you, as well as your general location.

You must also provide us with some supplementary personal information, such as the type of newspaper you read, your age and your gender.

Our service depends upon you providing us accurate and honest information, however it is up to you to choose an anonymous screen name if you wish to protect your true identity.

Although you can fully utilize the vuPlan.tv™ service without one, you can choose to provide us with an email address. This address will not be made publicly available.

Your password is always transmitted and stored in an encrypted format.

Payment Details

We do not store the details you submit in the process of paying for vuPlan.tv™ feature access. Such data is handled by our payments provider. By not storing your data, we do not have to worry about securing this very important information, and you don't have to worry about us securing it, either. We select a trustworthy and reputable payment gateway to handle such transactions for us.

How Your Information is Used

The supplementary personal information you provide as part of the new member registration process is used to create a default profile so you can begin using the service immediately. Profiles are used in the course of your interaction with our service but are stored in a manner which is detached from your account and aggregated and grouped in order to analyse and publish anonymous demographical TV content choice habits. Accounts may have more than one profile.

Your age may be used to categorise you into an age-band which we may use to control your access to certain features or content, or in the provision of features pertaining to the safe use of our online services.

We are not responsible for the publicly visible information you may enter, such as your screen name, your profile picture, any captioning you provide on your account, or any other information that you choose to publicly disclose using our service. If you remove or change any information held on our systems, it may still exist in copies, caches and archives that are outside of our control.

Evoq Limited is not obliged to monitor the information you post using our service, but maintains the right to remove this information at our sole discretion and without reason. We reserve the right to take down your content by request of any third party.

The web server log data we collect is used to analyse usage patterns, for performance analysis, maintenance and improvement of the product. We may send the server log data to third-parties who are trusted in the business of providing this type of analysis to us and many other websites. This data is not linked to the television recording data we collect as part of the vuPlan.tv™ core product.

We use Google Analytics to analyse visitor traffic and your visitor data is covered by Google's Privacy Policy. If you would prefer not to have your data sent to Google, feel free to install the Google Analytics Opt-out Browser Add-on. Google Analytics is used by over 40% of the world's top 1 million websites.

If you submitted an email address to us on the "Coming soon" website, we will use the address to send reminders about the availability of the vuPlan.tv™ service up until its official release date, which is defined as the point after which new member registrations can be made without restriction, via the website. After this date, we will destroy the email addresses that were collected as part of this campaign.

Should you choose to provide your email address after this date, you consent to us using it for communicating as per the opt-in settings in your profile.

No personal information, including an email or postal addresses, provided during the payment process is stored by Evoq Limited.

We use browser cookies as a convenience so you don't have to login every time you visit our site. We also use cookies to change how our web pages are presented to you, either to customise and improve your experience of

our website, or for diagnostic purposes. We may also use cookies to track and group website usage habits and gather traffic statistics.

How Your Information is Shared

We will not share your data with third-parties without your consent, unless required to do so by law or subpoena, or if we believe that it is reasonably necessary to comply with a regulation, or in the course of investigating suspected illegal activity, to protect the safety of another person, or to protect the rights or property of Evoq Limited.

Your data may be held on systems outside of the direct control of Evoq Limited, such as on web server equipment stored at a third-party server hosting company, or rented from such a company.

Should the vuPlan.tv™ service or Evoq Limited be sold in full or in part, merged or dissolved, your information may be sold or transferred as part of the transaction. In this event, your information will be subject to the terms as described in this Privacy Policy within the new business.

How Your Information is Secured

Our first method to protect your data is not to store it in the first place. We store only what is absolutely essential for the provision of a great experience. When we do hold data in persistent storage, we take all reasonable steps to ensure that it is physically safeguarded and hosted in a secure facility.

We have taken technical measures to harden our servers and software interfaces to prevent attack and unauthorised information disclosure.

When transmitting login credentials across public networks, we secure the channel. Internally, your password is not stored in plain text and extracting your password is not a trivial task.

However, we feel it is impossible to guarantee the security of any information you transfer into our custodianship and you do so at your own risk.

You are responsible for maintaining the security of your password and access to any email account to which we may send messages.

Children's Privacy

Children under the age of 13 are prohibited from signing up as members of vuPlan.tv™ and the service does not allow non-members to use the features of the service from which data is collected. Therefore, Evoq Limited does not knowingly collect information from anyone under this age.

Should we become aware that we have collected information from a person under the age of 13, we will destroy the information at the soonest opportunity.

Changes to this Privacy Policy

Evoq Limited may update this policy from time to time. When we do, we will post the new policy and a notification of the changes on our website and the new policy will be effective at this point.

Questions and Suggestions

If you have any questions, suggestions or wish to complain, you can email feedback@evoq.co.uk

Document Version History

This document, version 1.0, was published in September 2011 and is the original policy.

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