

This privacy policy sets out how Shelter and Sterling Lotteries uses and protects any information that you give when you use this website.

Shelter and Sterling Lotteries are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Shelter or Sterling Lotteries may change this policy from time to time by updating this document. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 20th November 2017.

### What we collect

We may collect the following information:

- First and last name
- Contact information including email address and telephone numbers
- Demographic information such as address, postcode and promotional preferences
- Other information relevant to lottery entries and marketing.

Shelter and Sterling Lotteries acknowledge that for the purposes of the administration of the Lottery, Shelter is the data controller and Sterling Lotteries is the data processor of any personal data.

### What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may periodically send emails to lottery entrants confirming their entry.
- We may also send emails to winners to inform them of winning a prize.

### Security

We are committed to ensuring that your information is secure, and in order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### 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 sometimes use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website 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.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [enquiries@sterlinglotteries.co.uk](mailto:enquiries@sterlinglotteries.co.uk)

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so. We may use your personal information to send you promotional information and lottery draw results if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to Sterling Management, Furness Gate, Furness Business Park, Barrow-in-Furness, Cumbria, LA14 2PE

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.