



Helpline 0845 259 1358
Voicemail 0800 471 5001
Website www.fameo.co.uk
E-mail info@fameo.co.uk

Privacy policy

1. Policy overview

This website (www.fameo.co.uk) is operated by Fameo Limited (referred to as "we/our/us/ Fameo"). Fameo is committed to ensuring the best standards of practice in all its activities. Visitors to Fameo Ltd website (www.fameo.co.uk), can be assured that the protection of privacy and confidentiality are given the highest priority. The Fameo website is a UK-based website and is in accordance with the requirements of the UK Data Protection Act 1998 relating to the personal information you supply on the website.

The purpose of this privacy policy is to inform you, as a welcomed client of Fameo website services, what kind of information we may gather about you, how we may use that information, whether we disclose it to anyone, and the choices you have regarding our use of, and your ability to correct, the information. While this privacy policy applies to the www.fameo.co.uk website and all of the other Internet-accessible www.fameo.co.uk branded services, we will refer here only to www.fameo.co.uk to make reading this policy easier.

2. Definitions

- "Fameo", "Fameo.co.uk", "us" or "we": Fameo limited (Data Protection Registered Number Z9484452, Company Number 5320727) whose registered office is at Dept. 109, 210 Upper Richmond Road London, SW15 6NP, United Kingdom.
- "Client", "Visitor", "Customer": The trader being a company, partnership, sole trader or other organisation or any individual, which undertakes to accept Fameo Ltd services.
- "Partner", "Supplier", "Affiliate": A third-party organisation that provides Internet development, hosting and/or Internet access services and/or other services to the Fameo Ltd.
- "Services", "Products": precious colour stones, precious metals, diamonds, jewellery articles, and other jewellery retail industry related subjects.
- "Website", "web site": The website for the sale of products at www.fameo.co.uk.

3. Collecting information about all website visitors

Our service automatically gathers certain usage information like the numbers and frequency of visitors to our website and its areas, very much like television ratings that tell the networks how many people tuned in to a program. We only use such data in the aggregate. This collective data helps us determine how much our clients use parts of the website, so we can improve our website to assure that it is as appealing as we can make it for as many of you as possible. For example, Fameo.co.uk uses a technology nicknamed "cookies" that tells us how and when pages in the website are visited, and by how many people.

Fameo.co.uk cookies do not collect personally identifiable information and we do not combine information collected through cookies with other personally identifiable information to tell us who you are or even what [your account](#) login or e-mail address is. We also may provide statistical

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"ratings" information, never information about you personally, to our Fameo.co.uk partners about how our clients, collectively, use Fameo.co.uk. We do this so they too can understand how many people use specific areas on our website in order for them to provide you with the best possible web experience as well.

How our service automatically gathers certain usage information:

"Cookies"

A cookie is a piece of data stored on the user(s) hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our website. Once the client closes their browser, the cookie simply terminates. For instance, by setting a cookie on the website, the client would not have to log in a password more than once, thereby saving time while on our website. If a client rejects the cookie, they may still use the website.

"Log Files"

We use IP addresses to analyse trends, administer the site, track client's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

"Share by E-mail"

If a client elects to use our referral service for informing a friend about our website, we ask them for the friend's name and e-mail address. Fameo.co.uk will automatically send the friend a one time e-mail message inviting them to visit the website. Fameo.co.uk stores this information for the sole purpose of sending this one time e-mail message. The recipient may always contact Fameo to request the removal of this information from our database.

4. Collecting personal or any specific information via on-line forms

Sometimes, we may specifically ask for information about you when you [sign up](#) to use a service, like "[Your Account](#)", or when you order a product. We will need certain information such as name, delivery address, billing address, credit card number in order to provide that product to you.

We may also use that information to let you know of additional products and services about which you might be interested. You can choose not to receive such information if you don't want to by letting us know on the registration page when you [sign up](#) for the product or service. We may ask you for information about your interests so that both you and we can take advantage of the interactivity of the online medium, but you may always choose to respond or not. Additionally, we may provide you with an opportunity to be listed in a directory, but these listings are also optional and you can make changes to or eliminate this information when you want to.

How we may collect personal or any specific information:

"Account sign-up"

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In order to use some parts of our website or gained information of some product or/and services, client must first complete the registration form. During registration client is required to give their contact information (such as name, address, phone number and email address). This information is used to contact the user about the services or products on our website for which they have expressed interest. It is optional for the user to provide demographic information (such as gender), and unique identifiers (such as social personal interests), but encouraged so we can provide a more personalised experience on our website.

"Online payment", "Shopping basket"

We request information from the client in our product order form and/or service payment form. Here client must provide contact information (name and shipping address) and financial information (credit card number, expiration date). This information is used for billing purposes and to fill client(s) orders. If we have trouble processing an order, this contact information is used to get in touch with the client.

"Surveys & Contests"

From time to time Fameo.co.uk website requests information from users via surveys or contests. Participation in these surveys or contests is completely voluntary and the client therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of Fameo.co.uk website, services and products.

"Newsletters & Notifications"

If the Client wishes to subscribe to our newsletter(s) or notifications such as: Special Offer, Product and Service Alerts, etc -- we ask for contact information such as name and e-mail address. The client will always be able to unsubscribe from such Newsletter(s) or/and Notifications by using the appropriate function clearly shown on the according subscription page.

5. Use, collection and retention of client information

Fameo collects, retains and uses only the information about our client's that is required by law to administer Fameo business and provide high-level services to our client's. We retain this information no longer than necessary to meet these objectives.

6. Maintenance of accurate information

Fameo has established procedures so that a client's financial and personally identifiable information is accurate, current and complete in accordance with reasonable commercial standards. Any request to correct inaccurate information is responded to within a timely manner.

7. Limiting employee access to information

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All Fameo employees are educated about the importance of privacy and confidentiality. Only those employees having a business reason for knowing such information have access to personally identifiable information.

8. Protection of information via established security procedures

Fameo maintains rigorous [security standards](#) and procedures regarding unauthorised access to client information. Therefore we do not intend to send or receive any sensitive information such as all kinds of PASSWORDS, CREDIT CARD INFORMATION, etc in an unprotected way, such as not-encrypted email communications.

Fameo takes appropriate measures to safeguard the information it holds from unauthorised access or improper use. Specifically, all personal information on its database is stored in an encrypted form. Fameo has a strict [security policy](#) with which members of staff must comply as a condition of employment and no external access to the system is permitted. Fameo continually reviews and up-dates its security procedures as new technologies become available and new activities are introduced.

Any third parties to whom information is transferred are made aware of these security practices and are also required to take reasonable precautions to protect the transferred information. Fameo uses SSL/128-bit encryption protection when receiving and transmitting credit card information. Such information is also stored in an encrypted form in it's database.

9. Maintaining client privacy in business relationships with third parties

We do not use or disclose information about your individual visits to Fameo.co.uk website or information that you may give us, such as your name, address, email address or telephone number, to any outside companies. But sometimes it is necessary to provide personally identifiable client information to a third party, Fameo shall insist that the third party adheres to similar privacy principles that are provided for keeping such information confidential and client authorisation should be requested.

10. Restrictions on the disclosure of account information

Fameo provides information about client's accounts or other personally identifiable data to third parties only when:

- The information is provided to help complete a client initiated transaction. For example, we can pass your details to our payment service provider, BarclayCard Services, to validate credit/debit card payment;
- It is necessary to process transactions and provide our services. For example, we give shipping companies this information so they can deliver products efficiently. The information they receive is for shipping and delivery purposes only;
- The disclosure is required by/or allowed by law. For example, we may be required by law or legal process to disclose customer information.

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11. Disclosure of privacy principles to clients

All our clients have the right to know what information we keep about them and how the information is used. Clients have the right to have any inaccurate information corrected or deleted.

12. Unsolicited email circulars policy

Unsolicited email circulars (SPAM) are becoming an increasing nuisance to Internet users. These mass direct mail-shots can cause inconvenience, annoyance and expense to recipients. Fameo does not condone such practices in any form, nor do we sanction such applications by other websites and in accordance with the Privacy & Electronic Communications Act passed into law 11 Dec 2003, we do not send random marketing emails to personal email addresses.

We actively fight Internet abuse with [SpamCop](#) and we report all unsolicited email advertisements to the Spam Recycling Center. Fameo does not authorize the harvesting, mining or collection of email addresses or other information through the website services. Fameo also does not permit or authorize any attempt to use the Fameo services (such as Share by e-mail) in a manner that could damage, disable, overburden or impair any aspect of any of the Fameo services, or that could interfere with any other party's use and enjoyment of any Fameo service.

We are a member of the [EuroCAUCE](#), the world's largest advocacy organization dedicated to ending unsolicited commercial email through education and legislation. If Fameo believes that unauthorized or improper use is being made of any Fameo service, it may, without notice, take such action as it, in its sole discretion, deems appropriate, including blocking messages from a particular Internet domain, mail server or IP address. Fameo may immediately terminate any account on Fameo service which it determines, in its sole discretion, is transmitting or is otherwise connected with any email that violates this policy.

13. Platform of Privacy Preferences

Fameo website carries a P3P (Platform for Privacy Preferences) statement in its code which can be read by various P3P enabled browsers. Although we use every effort to ensure that our P3P statement is accurate, in cases of conflict between the P3P statement and this privacy policy, the provisions of this privacy policy shall prevail.

P3P Privacy Policy can be automatically read and interpreted by the latest browser software. P3P is an industry standard developed by the World Wide Web Consortium providing a simple, automated way for you to gain more control over the use of personal information on websites you visit. P3P enabled browsers can "read" this snapshot automatically and compare it to your own set of privacy preferences. For example, Microsoft Internet Explorer 6 will evaluate this policy's compact policy whenever it is used with a cookie. The actions IE will take depend on what privacy level you have selected in your browser (Low, Medium, Medium High, or High);

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the default is Medium. In addition, IE will examine whether the cookie's policy is considered satisfactory or unsatisfactory, whether the cookie is a session cookie or a persistent cookie, and whether the cookie is used in a first-party or third-party context.

14. The Data Protection Act 1998

Under the Data Protection Act 1998, you are granted certain rights. If you would like to know what information we hold about you, where we obtained such information and to whom we have disclosed it, you may submit a written request for these details to us at the address set out in the [Customer support](#) section of this website. We may charge you a statutory administration fee to comply with your request. If you have any questions about your rights under the Data Protection Act or would like further information, you can visit the Information Commissioner's website at www.ico.gov.uk.

15. Controllers of personal information

Any personal information provided to or to be gathered by www.fameo.co.uk is controlled primarily by Fameo Limited at Dept. 109, 210 Upper Richmond Road London, SW15 6NP, United Kingdom, the data controller. Data Protection Registered Number: Z9484452. Company Registration Number: 5320727

16. Policy summary

If we decide to change our privacy policy for www.fameo.co.uk, we will post those changes here so that you will always know what information we gather, how we might use that information and whether we will disclose it to anyone. This document last revised on: Jul 26 2008, 00:21.

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