



**Aerofloor**<sup>LTD</sup>

SPECIALIST SUPPLIER OF AIRCRAFT INTERIOR SOFT FURNISHINGS

**Website/Cookie Privacy Policy  
And  
Terms of Use**

**PLEASE READ THESE TERMS AND CONDITIONS CAREFULLY BEFORE USING OUR WEBSITE**

**Terms of Website Use**

This term of use (together with the documents referred to in it) tells you the terms of use on which you may make use of our website [www.aerofloor.com](http://www.aerofloor.com), whether as a guest or a registered user. Use of our site includes accessing, browsing, or registering to make contact with us.

Please read these terms of use carefully before you start to use our site, as these will apply to your use of our site. We recommend that you print a copy of this for future reference.

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

[UK Data Protection Act 1988 \(DPA\)](#)

[EU Data Protection Directive 1995 \(DPD\)](#)

[EU General Data Protection Regulation 2018 \(GDPR\)](#)

[Data Protection Act 1988](#)

This site's compliance with the above legislation, all of which are stringent in nature, means that this site is likely compliant with the data protection and user privacy legislation set out by many other countries and territories as well. If you are unsure about whether this site is compliant with your own country of residences' specific data protection and user privacy legislation you should contact our data protection officer (details of whom can be found at the bottom of this policy) for clarification.

**Other applicable terms**

These terms of use refer to the following additional terms, which also apply to your use of our site: Our Privacy Policy [[PRIVACY POLICY](#)], which sets out the terms on which we process any personal data we collect from you, or that you provide to us. By using our site, you consent to such processing and you warrant that all data provided by you is accurate.

**Personal information that our website collects and why we collect it:**

This website collects and uses personal information for the following reasons:

- **Site visitation tracking**

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website. Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us.

GA also records your computer's IP address which could be used to personally identify you; however, Google do not grant us access to this. We consider Google to be a third-party data processor (see below).

GA makes use of cookies, details of which can be found on [Google's developer guides](#). FYI our website uses the analytics.js implementation of GA.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

- **Contact forms and email links**

Should you choose to contact us using the contact form on our Contact page, the information you provide will be stored by our website so that we may process your enquiry, we will not pass your information to any third party.

If you contact us by clicking on an email link like [this one](#), none of the data that you supply will be stored by this website or passed to any third party. Instead, the data will be collated into an email and sent to us over the [Simple Mail Transfer Protocol \(SMTP\)](#). Our own SMTP servers are protected by [TLS](#) (sometimes known as SSL) meaning that the email content is encrypted using [SHA-2](#), 256-bit cryptography before being sent across the internet. The email content is then decrypted by our local computers and devices. However, not all mail servers are secured in such a way. Therefore, we would suggest that you always consider email as an insecure medium and not include personal, confidential or otherwise sensitive information within an email.

### **Cookie Policy**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to allow websites to function, or to function more efficiently. Cookies allow web applications to respond to you as an individual.

### **How we use cookies**

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order 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, not only to help us monitor which pages you find useful and which you do not, but cookies are also used for tasks such as remembering the contents of your Sample Book basket as you navigate to different pages across our website. 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.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

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.

## Cookies we use

Cookie Name	Type	Description
_ga, _gat, __utma, __utmt, __utmb, __utmc, __utmz and __utmv		Google Analytics requires these cookies to help us analyse how users interact with our website. Our analytics service provider generates statistical and other information about website use by means of cookies. The information generated relating to our website is used to create anonymous reports about the use of our website. Our analytics service provider's privacy policy is available at <a href="http://www.google.com/policies/privacy/">http://www.google.com/policies/privacy/</a>
NCS_INENTIM	Session	cookie generated by wp-spamshield used for anti-spam checks
SJECT1806	Session	set by WP-SpamShield plugin, for anti-spam checks
ckon1806	Temporary	set by WP-SpamShield plugin, for anti-spam checks
PHPSESSID	Session	Preserves user session state across page requests.
JCS_INENTIM	Session	set by WP-SpamShield plugin, for anti-spam checks
JCS_INENREF	Session	set by WP-SpamShield plugin, for anti-spam checks
_wpss_h_	Session	Used to prevent spam attack on our website
_wpss_p_	Session	Used to prevent spam attack on our website
wp_woocommerce_session_	Session	This cookie contains a unique code for each customer so that it knows where to find the cart data in the database for each customer. No personal information is stored within these cookies.
woocommerce_cart_hash & woocommerce_items_in_cart	Session	This cookie contains information about your Sample Book basket (a feature of this website that allows you to order product samples), and checks the basket as a whole and helps our website know when the cart data changes.
Unclassified Cookies		
vchideactivationmsg_vc11		Cookie set by Visual Composer plugin

In addition to our cookie control tool, web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Find out how to manage cookies on popular browsers:

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Microsoft Internet Explorer](#)

[Opera](#)

[Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

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.



Keep a look out for this icon

You may use this icon, found in the footer of any page of our website. Use this icon to access the Cookie Control tool for our website to enable or disable cookie types.

### **How we store your personal information**

If you place an order with us to receive a product sample, the information you provide will be stored within this website's database. This, and providing information using our contact form are the only instances where personal data will be stored on this website. This data is currently stored in an identifiable fashion; a limitation of the content management system that this website is built on (WordPress). In the near future we aim to change the storage of this data to a pseudonymous fashion meaning that the data would require additional processing using a separately stored 'key' before it could be used to identify an individual.

Pseudonymisation is a recent requirement of the GDPR which many web application developers are currently working to fully implement. We are committed to keeping this work as a high priority and will implement it on this website as soon as we are able to.

### **Our third-party data processors**

We do use a third party to process anonymous visitor data on our behalf. Google is based in the USA and are [EU-U.S Privacy Shield](#) compliant. You can view Google's policy here: [Privacy policy](#)

### **About this website's server**

This website is hosted by [Siteground Hosting](#) within a UK data centre. Full details of Siteground Hosting's data centre can be found [here](#). All traffic (transferral of files) between this website and your browser is encrypted and delivered over [HTTPS](#).

### **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: 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@aerofloor.com](mailto:enquiries@aerofloor.com) We will not sell, distribute or lease your personal information to any third parties.

### **Information about us**

www.aerofloor.com is a site operated by Aerofloor Ltd. Aerofloor Ltd are registered in England and Wales under company number 02242736 and our main office is:  
2 Edward Park, Grange Way, Whitehall Industrial Estate, Colchester, Essex, CO2 8FZ  
Our VAT number is GB 466124843

### **Changes to these terms**

We may revise these terms of use at any time by amending this document. Please check this document from time to time to take notice of any changes we made, as they are binding on you.

### **Changes to our site**

We may update our site from time to time and may change the content at any time. However, please note that any of the content on our site may be out of date at any given time, and we are under no obligation to update it. We do not guarantee that our site, or any content on it, will be free from errors or omissions.

### **Accessing our site**

Our site is made available free of charge. We do not guarantee that our site, or any content on it, will always be available or be uninterrupted. Access to our site is permitted on a temporary basis. We may suspend, withdraw, discontinue or change all or any part of our site without notice. We will not be liable to you if for any reason our site is unavailable at any time or for any period. You are responsible for making all arrangements necessary for you to have access to our site. You are also responsible for ensuring that all persons who access our site through your internet connection are aware of these terms of use and other applicable terms and conditions, and that they comply with them.

### **Intellectual property rights**

We are the owner or the licensee of all intellectual property rights in our site, and in the material published on it. Those works are protected by copyright laws and treaties around the world. All such rights are reserved. You may print off one copy, and may download extracts, of any page(s) from our site for your personal use and you may draw the attention of others within your organisation to content posted on our site.

You must not modify the paper or digital copies of any materials you have printed off or downloaded in any way, and you must not use any illustrations, photographs, video or audio sequences or any graphics separately from any accompanying text.

Our status (and that of any identified contributors) as the authors of content on our site must always be acknowledged.

You must not use any part of the content on our site for commercial purposes without obtaining a licence to do so from us or our licensors. If you print off, copy or download any part of our site in breach of these terms of use, your right to use our site will cease immediately and you must, at our option, return or destroy any copies of the materials you have made.

### **No reliance on information**

The content on our site is provided for general information only. It is not intended to amount to advice on which you should rely. You must obtain professional or specialist advice before taking, or refraining from, any action on the basis of the content on our site.

Although we make reasonable efforts to update the information on our site, we make no representations, warranties or guarantees, whether express or implied, that the content on our site is accurate, complete or up-to-date.

### **Limitation of our liability**

Nothing in these terms of use excludes or limits our liability for death or personal injury arising from our negligence, or our fraud or fraudulent misrepresentation, or any other liability that cannot be excluded or limited by English law. To the extent permitted by law, we exclude all conditions, warranties, representations or other terms which may apply to our site or any content on it, whether express or implied.

We will not be liable to any user for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with:

- use of, or inability to use, our site; or
- use of or reliance on any content displayed on our site.
- If you are a business user, please note that in particular, we will not be liable for
- loss of profits, sales, business, or revenue
- business interruption
- loss of anticipated savings
- loss of business opportunity, goodwill or reputation; or
- any indirect or consequential loss or damage

We will not be liable for any loss or damage caused by a virus, distributed denial-of-service attack, or other technologically harmful material that may infect your computer equipment, computer programs, data or other proprietary material due to your use of our site or to your downloading of any content on it, or on any website linked to it.

We assume no responsibility for the content of websites linked on our site. Such links should not be interpreted as endorsement by us of those linked websites. We will not be liable for any loss or damage that may arise from your use of them.

### **Viruses**

We do not guarantee that our site will be secure or free from bugs or viruses. You are responsible for configuring your information technology, computer programmes and platform in order to access our site. You should use your own virus protection software.

You must not misuse our site by knowingly introducing viruses, trojans, worms, logic bombs or other material which is malicious or technologically harmful. You must not attempt to gain unauthorised access to our site, the server on which our site is stored or any server, computer or database connected to our site. You must not attack our site via a denial-of-service attack or a distributed denial-of service attack. By breaching this provision, you would commit a criminal offence under the Computer Misuse Act 1990. We will report any such breach to the relevant law enforcement authorities and we will co-operate with those authorities by disclosing your identity to them. In the event of such a breach, your right to use our site will cease immediately.

### **Applicable law**

If you are a consumer, please note that these terms of use, its subject matter and its formation, are governed by English law. You and we both agree to that the courts of England and Wales will have non-exclusive jurisdiction. However, if you are a resident of Northern Ireland you may also bring proceedings in Northern Ireland, and if you are resident of Scotland, you may also bring proceedings in Scotland.

If you are a business, these terms of use, its subject matter and its formation (and any non-contractual disputes or claims) are governed by English law. We both agree to the exclusive jurisdiction of the courts of England and Wales.

### **Contact Us**

Please direct all enquiries regarding this policy to the following contacts:

David Welsh - Managing Director      [david.welsh@aerofloor.com](mailto:david.welsh@aerofloor.com)  
Amy Weston - Office Manager          [amy.weston@aerofloor.com](mailto:amy.weston@aerofloor.com)