

# In Your Pocket Privacy Policy

---

At In Your Pocket, we are committed to maintaining the trust and confidence of our visitors and customers.. In this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure. Grab a cuppa and read on.

This privacy policy applies to those who visit our sites at [inyourpocket.net](http://inyourpocket.net) or [realsam.co.uk](http://realsam.co.uk), callers to the In Your Pocket Helpline (0333 772 7708), as well as users of In Your Pocket device and associated services (collectively the "Services"), which are owned and operated by RealSAM LTD ("We", "Us" or "Our").

## What information do we collect?

We collect personal and other information from you when you register on our website or social media, call or email us, order a product, or use the In Your Pocket device and associated services.

You may be asked for your: name, e-mail address, postal and/or billing address, phone number, credit card, or bank account information.

We may collect information about how you use our services and third party services you use in conjunction with our Services, including for example your location and activity.

## What do we use your information for?

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information, other than those listed in this Privacy Policy. We may release information when its release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

We may use and analyse your personal information to help us run your Service(s) and account, to enhance your overall experience with us and make it more relevant to you, to help us improve products and to develop new ones, and for credit checking and fraud prevention. We may share and combine that data and your information with Real Thing AI (our partner company in Australia), The Royal National Institute for Blind People (RNIB) and O2/Telefonica, to enable them to provide the Services.

We may send you information and updates pertaining to your usage, in addition to occasional company news, updates, related product or service information, etc.

## **How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information. We offer the use of a secure server. All supplied credit and banking information is transmitted directly to third parties for processing and storage, and is not stored by us. We use the following companies to manage billing and payments, each of which has their own privacy policy, terms and conditions: ChargeBee ([chargebee.com](http://chargebee.com)), Stripe ([stripe.com](http://stripe.com)), GoCardless ([gocardless.com](http://gocardless.com)).

The information we store can only be accessed by those authorised with special access rights to our systems, who are required to keep the information confidential. If you have any questions about the security of your personal information, you can contact us at [privacy@realsam.co.uk](mailto:privacy@realsam.co.uk).

## **Do we use cookies or other tracking technologies?**

Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognize your browser and capture and remember certain information.

RealSAM and its partners use cookies or similar technologies to analyse trends, administer the Services, track users' interactions and movements around the website, and to gather demographic information about our user base as a whole. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our website or Services.

## **Log files**

As is true of most websites, we gather certain information automatically. This information may include Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data to analyse trends in the aggregate and administer the site. We may also automatically gather information from users of the In Your Pocket service, including location information, interactions, content accesses, as well as information about calls, texts, and other messaging.

## **Behaviour Analytics**

We partner with Google Analytics, Facebook, and other social media providers from time to time, to manage our advertising on other sites. These partners may use cookies or similar technologies in order to provide you advertising based upon your browsing activities and interests.

## **User Access and Choice**

You are entitled to view, amend, or request deletion of the personal information that we hold. Your billing information can be amended through the ChargeBee customer portal. You can also contact us at [privacy@realsam.co.uk](mailto:privacy@realsam.co.uk). We will respond to your request within a reasonable timeframe.

## **Data Retention**

We will retain your information as needed to provide you services. Even if you close your account with RealSAM, we will still retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. However, we will identify your account in our database as “deleted” or “closed”.

## **Opt-out Preferences**

When you register with RealSAM, we will use your name and email address to send periodic communications to you of both promotional and transactional nature. You may choose to stop receiving promotional emails by following the unsubscribe instructions included in these emails or you can contact us at [privacy@realsam.co.uk](mailto:privacy@realsam.co.uk).

We will also send you service related announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email. You do not have an option to opt out of these emails, which are not promotional in nature.

## **Third party links**

Occasionally, at our discretion, we may include links to our merchant partners (third party products or services) on our website or in our communications with you. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our Services and welcome any feedback about these sites.

## **Testimonials**

We display personal testimonials of satisfied customers on our website in addition to other endorsements. With your consent, we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us at [privacy@realsam.co.uk](mailto:privacy@realsam.co.uk).

## **Terms and Conditions**

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our Services.

## Your Consent

By using our Services, you consent to our Privacy Policy.

## Changes to our Privacy Policy

We may update this privacy policy to reflect changes to our information practices. If we make any material changes we will notify you by means of a notice on our website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

## Contacting Us

If there are any questions regarding this privacy policy or our Services, you may contact us using the information below:

**RealSAM LTD**

7 The Rookery

Peterborough PE2 7YT

United Kingdom

privacy@realsam.co.uk

[end of document]