



RANGE ROVER EVOQUE

SPECIAL EDITION WITH VICTORIA BECKHAM

PRIVACY POLICY

Land Rover respects the privacy of every individual who visits its websites. Any information collected about you will be used to fulfil any service you might request, to inform you about new products and services and also to improve how we serve you. Your data will be treated in accordance with relevant European Union and local country legal provisions. Your information will not be disclosed to anyone outside of Land Rover, its affiliated or associated companies, and its dealers.

The purpose of this privacy policy is to describe the types of information that we collect from you when you visit our site and explain how we use this information.

DATA PROTECTION

We protect the data in strict accordance with the Principles of the European Union Data Protection Framework Directives, in particular EU Directive 95/46/EC.

Any information that you choose to provide us with about yourself will be held on a secure computer server in the United Kingdom. The server software (SSL) encrypts all the information you supply us. This ensures, among other things, that data we hold about you are processed lawfully and fairly. We aim to ensure that the personal data stored will be accurate, relevant and not excessive. We will keep the data up to date and not retain the information longer than is necessary. We will keep data securely to prevent unauthorised access by other people. You have the right to see what is held about you and correct any inaccuracies.

Land Rover will not share or loan any identifiable information about you to any third party without your consent. We may share generalised information about site visitor patterns with partners or other parties in such a way that individual visitors can never be identified. It is possible to view our site without providing any personal details. However, without registering your details you will not be able to receive further communications from us.

WHAT PERSONAL INFORMATION IS COLLECTED

We collect your personal information on a registration form. This information may include data such as your name, email address, country and preferred language.

We use this information:

1. To help make your visit more enjoyable
2. To send you relevant information about products and services
3. To email you from time to time about promotions or products and services which we think may be of interest to you

If you choose to receive information or other communications from us, you can select that option by ticking the relevant box on the registration form. You can also tell us by email at any time if you don't want to receive any more communications from us.

If you have allowed us to use your personal information for the purposes above, we may from time to time disclose this information to any company or organisation to which we pass the responsibility to handle email or other direct marketing communications on our behalf. Should this happen, we ensure that any third party companies who handle your information comply with the relevant Data Protection Acts.

OTHER INFORMATION COLLECTED DURING YOUR VISIT TO OUR SITE

Whenever you browse the <http://www.landrover.com> website, read pages, or download information, our computers automatically record certain information about your visit from the computer you use to access our site.

This information does not identify you personally. It just tells us how many visitors come to our site and the types of computers they use. With this information, we can improve our site for all our visitors and make it more useful to you.

The information includes the following:

1. The date and time you access our site.
2. How many and which pages you visit during a 'session' on our site and how long you were on the site.
3. Your Internet domain name (this might be your internet service provider such as aol.com or your place of work) and the 'IP' address (this is a number assigned to your computer whenever you are surfing the web) which allows you to access our website.
4. The Internet browser you use (e.g. Microsoft Explorer or Netscape) and your computer's operating system (e.g. Windows 98).
5. The site you were on before you linked to rangerover.landrover.com (e.g. Yahoo if you found us from a search engine).

USE OF COOKIES

Cookies Policy

What is a Cookie?

A cookie is a text-only string of information that a website transfers to the cookie file of the browser on your computer's hard disk so that the website can remember who you are. Cookies can help a website to arrange content to match your preferred interests more quickly - most major websites use cookies. Cookies alone cannot be used to identify you.

A cookie will typically contain the name of the domain from which the cookie has come; the "lifetime" of the cookie; and a value, usually a randomly generated unique number.

Two types of cookies are used on this website:

1. Session Cookies, which are temporary cookies that remain in the cookie file of your browser until you leave the site.
2. Persistent Cookies, which remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie).

How cookies are used on this site and what information is collected.

Session Cookies are used:

- To allow you to carry information across pages of our site and avoid having to re-enter information.
- Within registration to allow you to access stored information.

Persistent Cookies are used:

- To help us recognise you as a unique visitor (using a number, you cannot be identified personally) when you return to our website.
- To allow us to tailor content or advertisements to match your preferred interests or to avoid showing you the same adverts repeatedly.
- To compile anonymous, aggregated statistics that allow us to understand how users use our site and to help us improve the structure of our website. We cannot identify you personally in this



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Third Party Cookies

Third parties serve cookies via this site. These are used for the following purposes:

- To serve advertisements on our site and track whether these advertisements are clicked on by users.
- To control how often you are shown a particular advertisement.
- To tailor content to your preferences.
- To count the number of anonymous users of our site.
- To provide security within shopping baskets or transactions.

Web Beacons

Some of our Web pages may contain electronic images known as Web Beacons (sometimes known as clear gifs) that allow us to count users who have visited these pages. Web Beacons collect only limited information which includes a cookie number; time and date of a page view; and a description of the page on which the Web Beacon resides. We may also carry Web Beacons placed by third party advertisers.

These Beacons do not carry any personally identifiable information and are only used to track the effectiveness of a particular campaign.

Disabling and Enabling Cookies

You have the ability to accept or decline cookies by modifying the settings in your browser. However, you may not be able to use all the interactive features of our site if cookies are disabled. Should you wish to be alerted before a cookie is accepted on your hard disk, guideline instructions follow below:

If you are using Netscape Navigator 3.0:

Go to the 'Options' menu
Click 'Network Preferences'
Click 'Protocols'
Tick the box that says 'Show an alert before accepting a cookie'
Go into your Netscape folder
Delete the file that is called 'cookies.txt', this will delete all the cookies
Under Windows 95, you should also use the 'Find' feature on the 'Start' menu to simply find the file called 'cookies.txt.'

In Internet Explorer 3.0:

Go to the 'View' menu
Click 'Options'
Click 'Advanced'
Tick the box that says 'Warn before accepting cookies'
Go to cookies directory
Delete all the files you have there, this will delete all cookies
Once you delete these files you will have no more cookies, and you will be prompted each time a website attempts to send a cookie to your system.
At that time, you can choose to either 'Accept' or 'Cancel' a cookie.

If you are using Netscape 4.0+:

Go to 'Edit' in the menu bar
Click on 'Preferences'
Click on 'Advanced'
Tick the box that says 'Warn me before accepting a cookie'
Now go to your 'Start' button
Click on 'Find'
Click on 'Files and Folders'
Type "cookies.txt" into the search box that appears
Click 'Find Now'
When the search results appear drag all files listed into the 'Recycle Bin', this will delete all cookies
Now shut down and restart Netscape
Once you delete these files, you will have no more cookies, and you will be prompted each time a website attempts to send a cookie to your system.
At that time, you can choose to either 'Accept' or 'Cancel' the cookie.

In Internet Explorer 4.0:

Go to the 'View' menu
Click 'Internet Options'
Click 'Advanced'
Tick the box that says 'Prompt before accepting cookies'
Now go into your cookies directory
Delete all the files you have there, this will delete all cookies
Once you delete these files, you will have no more cookies, and you will be prompted each time a website attempts to send a cookie to your system. At that time, you can choose to either 'Accept' or 'Cancel' the cookie.

In Internet Explorer 5.0+:

Go to the 'Tools' menu
Click on 'Internet Options'
Click the 'Security' tab
Highlight the 'Internet' zone (selected by default)
Select security level 'High' for this zone
Click on 'OK'
Go into your cookies directory
Delete all the files you have there, this will delete all cookies
Once you delete these files, you will have no more cookies and your browser will no longer send or receive new cookies.

If you are using Netscape 6.0+:

Go to 'Edit' in the menu bar
Click on 'Preferences'
Select the 'Cookies' field
Before Accepting a Cookie' or 'Disable Cookies'
Click on 'OK'
Go to your 'Start' button
Click on 'Files and Folders'
Type "cookies.txt" into the search box that appears
Click 'Find Now'
When the search results appear drag all files listed into the 'Recycle Bin', this will delete all cookies
Now shut down and restart Netscape
Depending on your earlier choice you will either be prompted by new cookies or no cookies will be set or received.

In Internet Explorer 6.0+:

Go to the 'Tools' menu
Click on 'Internet Options'
Click the 'Privacy' tab
Move the slider to choose your preferred settings
Click on 'OK'
Go into your cookies directory
Delete all the files you have there, this will delete all cookies
Once you delete these files, you will have no more cookies and your browser will no longer send or receive new cookies.

If you are using Netscape 7.0+:

Go to 'Edit' in the menu bar
Click on 'Preferences'
Click on 'Privacy & Security'
Select the 'Cookies' field
Choose your preferred settings
Go to your 'Start' button
Click on 'Find'
Click on 'Files and Folders'
Type "cookies.txt" into the search box that appears
Click 'Find Now'
When the search results appear drag all files listed into the 'Recycle Bin', this will delete all cookies



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Now shut down and restart Netscape

Depending on your earlier choice you will either be prompted by new cookies or no cookies will be set or received.

Deleting cookies

You can easily delete any cookies that have been installed in the cookie folder of your browser. For example, if you are using Microsoft Windows Explorer:

Open 'Windows Explorer'

Click on the 'Search' button on the tool bar

Type "cookie" into the search box for 'Folders and Files'

Select 'My Computer' in the 'Look In' box

Click 'Search Now'

Double click on the folders that are found

'Select' any cookie file

Hit the 'Delete' button on your keyboard

If you are not using Microsoft Windows Explorer, then you should select "cookies" in the "Help" function for information on where to find your cookie folder.

PROTECTION OF EMAIL ADDRESSES

Your email address is only used for the purposes of replying to you unless you have given consent as detailed above.

DATA PROTECTION ON PIXEL TAGS

We may use "pixel tags," which are small graphic files that allow us to monitor the use of our websites. A pixel tag can collect information such as the IP (Internet Protocol) address of the computer that downloaded the page on which the tag appears; the URL (Uniform Resource Locator) of the page on which the pixel tag appears; the time the page containing the pixel tag was viewed; the type of browser that fetched the pixel tag; and the identification number of any cookie on the computer previously placed by that server. When corresponding with you via HTML capable e-mail, we may use "format sensing" technology, which allows pixel tags to let us know whether you received and opened our e-mail.

MORE QUESTIONS ABOUT PRIVACY?

You have the right as an individual to find out what information we hold about you and make corrections if necessary. You also have the right to ask us to not use the information by choosing not to give your consent on the registration form.