

# Privacy Policy

All personal information collected and used from the RedLipstick website will be processed in accordance with the 1998 Data Protection Act. **INFORMATION COLLECTED**  
 Online Advertisements

In order to place an advertisement on the RedLipstick website, you will need to register. We will require you to supply your name, e-mail address, postal address, postcode and telephone numbers. We do not store any financial details like credit or debit card numbers. All transactions are securely processed via PayPal. **USE OF INFORMATION**  
 General

RedLipstick is part of StatMap Ltd and information supplied in this site may be shared within the group. We do not pass any information to third party companies but your advert may appear in one of RedLipstick partner publications or websites. When registered, RedLipstick is committed to continually improving and enhancing the service we offer and you will be notified of these changes by email.

Amendments and updates to this policy may be made from time to time. Any revisions will be posted on this page so you will always be aware of what information we collect. **Online Advertisements**

Telephone numbers and email addresses supplied as part of an advertisement will be published within the relevant advertisement for the duration of the booking, to enable a potential buyer to contact the seller. The postcode is collected in order to provide a positioning on each item within our database, thereby enabling potential buyers to locate items for sale within a set radius of their chosen location.  
 Registration

Email addresses are collected in order to send registrants their chosen password, providing them with online access to their registration details (available within the section on the website). The user can access this information at any time in order to update their details. Other registration information is collected in order:

- To generate an overall audience profile of visitors using the RedLipstick website. This information is then used to assist in developing relevant content on the website as well as ensuring that trade advertisers looking to reach specific audience groups are encouraged to place their stock or promotions on the website.
- To provide our website visitors with monthly email updates of recent improvements or new offers.
- To support our newsletter functionality - whereby visitors to our website can store settings on item searches and be notified (by email) - when a specified item appears for sale on the RedLipstick website. Unless a visitor supplies their email address, we are unable to send such alerts.
- To support our 'Send To A Friend' functionality - whereby visitors to our website can send details of items for sale to friends email addresses.