

Welcome to moofe.com

moofe.com is the first place you should think to look when planning campaigns for your vehicles. We offer the closest experience to an original commissioned shoot, but with all the convenience, speed and value that shooting in advance gives. Our expert photographers travel to locations around the world and capture them in perfect detail for use in Computer Generated Imagery (CGI) productions. Each location is shot with backplates from different angles, heights and distances to give plenty of variety for each vehicle in your range - from the smallest city car to large off-roaders, trucks and everything in between.

Each location is supported by a simultaneously captured High Dynamic Range Image (HDRI) to ensure the lighting and reflections in your renders are just as they were on the location.

Enjoying your free imagery

The images and files in these sample packs allow you to explore in practice the rich potential that moofe makes possible with a commercial license.

Our content is provided to you in accordance with the full terms set out in the license section you'll find within this PDF. These images are available for Individual Artist Portfolio and Agency Company Portfolio use only. See the section on "Image Licensing" for further details.

Each pack is provided as a set of backplates at a resolution of 2560 pixels wide with a watermark. The full resolution, un-watermarked imagery can be downloaded from **[www.moofe.com/rendering/lightworks iray plus.html](http://www.moofe.com/rendering/lightworks_iray_plus.html)**. All you need to is to register on our site to be able to download the images sets. Once registered you will be able to access the imagery on the link above.

If you've enjoyed letting your imagination take flight with moofe.com, or have any other feedback, please let us know and for a chance to be featured in our online gallery send the work you produce to info@moofe.com.

happy moofing!

Using the moofetarget

moofetarget Explained

The moofetarget sits in almost every shot we take. It acts as a direct visual guide for scale and perspective, allowing you to plot camera position easily in your CG software.

It will appear as a cube (*fig.1*) and is usually positioned where we capture the HDRI [except in very few situations where access is limited such as a busy road] and ensures that the lighting and reflection data matches when backplate and HDRI are combined in a scene.

Standardised measurements of 1m per axis ensures that the moofetarget is a reliable reference point in any image and enables your CAD data to be accurately placed and scaled in the scene.

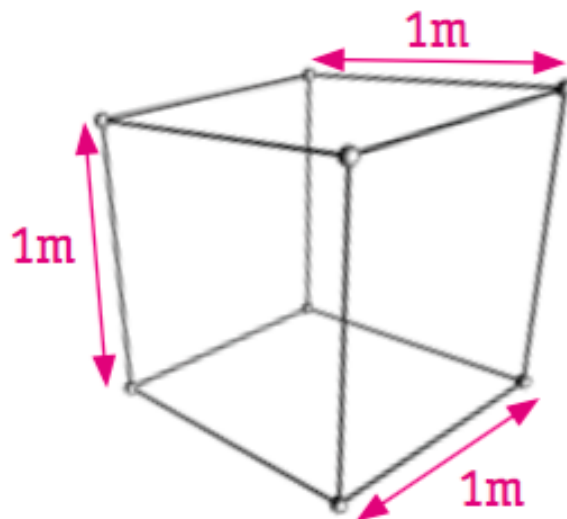


fig.1 - moofecube

By incorporating the moofetarget into the scene it is a fairly simple task to ascertain the camera position. All our images contain the lens focal length and camera specifications in the metadata.

moofetarget Data

We've prepared a CG version of the moofecube for you to use in the .fbx format for use with most rendering applications. These can be aligned over the real image to get a proper camera position for rendering the scene.

Image Licensing

The images contained within this promotion are **free** to use for the following license criteria only.

Individual Artist Portfolio

Rights Managed License. For use in an individuals' portfolio or self promotional website where the primary trade is CGI related. If you employ more than 1 other person in you business, you need to get an Agency Portfolio License. Not for use by other photographic trades.

Agency Company Portfolio

For use in an agency company portfolio or website. If you are an agency wanting to create work for your portfolio, this is the license for you.

If you require the images outside of this context you will need to purchase a commercial license for the required use. Commercial licenses can be found by using the “calculator” button on the moofe website. This will bring up the license criteria where you can submit your requirement for the license.



image metadata

package : ZP2TJOQ6E



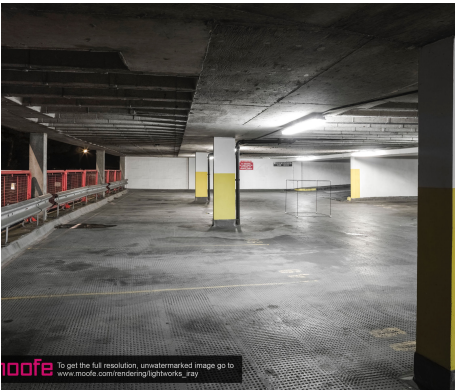
Camera
Hasselblad H3D-II 39
sensor
36.7 × 49.0 mm
image size
7216 x 5412 pixels
Lens
35mm

package : ZP2T4M8JL



Camera
Hasselblad H3D-II 39
sensor
36.7 × 49.0 mm
image size
7216 x 5412 pixels
Lens
35mm

package : SK29MDWDG



Camera
Hasselblad H3D-II 39
sensor
36.7 × 49.0 mm
image size
7216 x 5412 pixels
Lens
35mm

package : ZP2SYLRRB



Camera
Hasselblad H3D 60
sensor
40.2 × 53.7 mm
image size
6708 × 8956 pixels
Lens
35mm

package : LF10OI5IC



Camera
Hasselblad H3D-II 39
sensor
36.7 × 49.0 mm
image size
7216 x 5412 pixels
Lens
35mm

package : SK29AG67K



Camera
Hasselblad H3D-II 39
sensor
36.7 × 49.0 mm
image size
7216 x 5412 pixels
Lens
35mm

LICENSING INFORMATION

moofe invests heavily in producing the best imagery for Advertising and CG productions. We think it is only right that all this hard work should benefit only those who are genuinely entitled to use our photographer's imagery.

moofe terms and conditions

This is a legal agreement between you, the client, and us, the image supplier. You will be deemed to have accepted all the terms of this Agreement in respect of any image you receive or download (including preview images and thumbnails) unless, in the case of images delivered by physical means, you notify us to the contrary and return all the images to us within 5 days of receipt.

1. DEFINITIONS AND INTERPRETATION

- 1.1. "Agreement": all the terms of this Agreement including these terms and conditions, all terms set out in the delivery note and any terms set out in the invoice. The terms set out in the delivery note and the invoice replace these terms and conditions to the extent of any inconsistency.
- 1.2. "Digital Image": any Image other than a Physical Image.
- 1.3. "End User": your customer or client for, and the ultimate user of, the Images.
- 1.4. "Image": any image which has been selected (whether by you or by us on your behalf) for the purposes of licensing reproduction rights.
- 1.5. "Image Carrier": any disk, memory stick, hard drive or other physical medium containing Digital Images.
- 1.6. "Licence": the licence set out in clause 4.
- 1.7. "Licence Fee": any sum(s) payable by you to us in respect of the Licence.
- 1.8. "Physical Image": any transparency, negative, print or other image in analogue physical form.
- 1.9. "Return Date": the date by which Physical Images must be returned as specified on the delivery note or licence. If no date is specified, the Return Date shall be four weeks from the date of the delivery note.
- 1.10. "we": the image supplier.
- 1.11. "you": our client.
- 1.12. References to clauses are to the clauses of these terms and conditions.

2. PHYSICAL DELIVERY OF IMAGES

- 2.1. This clause 2 applies to Physical Images delivered to you by post, by courier or any other means and to Digital Images delivered to you on an Image Carrier.
- 2.2. The Images and any Image Carrier are submitted on loan at your request, on approval only. Our delivery note lists the Images delivered to you, which shall be deemed to have been received complete and in good condition unless we receive notification of any discrepancy or damage within 48 hours of receipt (not counting Saturdays, Sundays and bank holidays).
- 2.3. The Images and any Image Carrier belong to us at all times. All Images are your responsibility from the time we despatch them until we receive them back. In the case of Physical Images you are urged to take out insurance to cover the total value of the Images delivered.
- 2.4. We reserve the right to charge you any service fee specified in the delivery note to cover administrative costs and despatch of the Images on each submission and resubmission of the Images whether or not reproduction rights are required or granted. Any such service fee shall be non-refundable unless otherwise specified. We will

deliver Images to you by the most appropriate safe method which affords proof of delivery, and may invoice you for the delivery costs.

- 2.5. You must pay the rental fee specified in the delivery note until we receive the Images back. Payment of the rental fee does not entitle you to retain any Image after its Return Date.
- 2.6. You must return Physical Images and any Image Carrier to us by a safe method which affords proof of delivery. You must arrange adequate protection for Images in transit. You must enclose a delivery note detailing and totalling the returned Images and must send a copy of that note by separate post, fax or email. Digital Images must be deleted in accordance with clause 6.3 or clause 12.2.
- 2.7. You must immediately notify us in writing of any loss or damage. You must pay us compensation for each Image lost or damaged at the rates specified on the delivery note which are a genuine pre-estimate of the loss which we will suffer. Any Image returned without its mount or with its caption or other mount data missing or defaced may incur a replacement charge at the rate set out in the delivery note. Payment of compensation does not entitle you to any additional rights in the material. An Image subsequently found must be returned immediately. If it is undamaged you will be credited with any compensation paid less a rental fee at the rate set out in the delivery note from the Return Date to the date the Image is returned. Such credit will never be less than 20% of any compensation paid.

3. DIGITAL DELIVERY OF IMAGES

- 3.1. This clause 3 applies to Digital Images (including preview images and thumbnails) downloaded by you, delivered to you online, or delivered to you by email or other purely digital means.
- 3.2. You agree to be bound by all the terms of this Agreement when you set up your user account with us and you confirm your acceptance of these terms and conditions each time you download any image, whether or not you have logged in or set up a user agreement.

4. GRANT OF LICENCE

- 4.1. Subject to the terms of this Agreement, we grant to you a non-transferable, non-exclusive (unless otherwise agreed in writing) licence, on payment of the Licence Fee, to reproduce the Images during the licence period, in the territory and for the purposes specified in the delivery note or the invoice.
- 4.2. Use of the Images is strictly limited to the purpose, medium, licence period, print run, placement, size of licensed material, territory and any other terms agreed. Unless otherwise specified in the delivery note or invoice, the Licence is for single use, meaning a reproduction in one size for one edition of a single publication in one medium only, published in one language only. The licence period commences on the date specified on the invoice (or if no date is specified, on the date of the invoice itself) and is for the full duration specified on the invoice, but the Licence only comes into effect on payment in full of the Licence Fee. If the Licence is for online use no licence for offline use is implied, and vice versa. For example, a licence to reproduce Images in a printed book does not imply any licence to reproduce the Images in an e-book. Digital use will be treated as a separate use from physical use, requiring payment of an additional fee to be agreed in advance.
- 4.3. You may not grant sub-licences of any of the rights included in the Licence, or sub-contract any aspects of exploitation of the rights licensed to you, without our prior written consent. However, you may grant sub-licences to End Users to reproduce the Images on terms that prohibit those End Users from granting any further sub-licence and require those End Users to comply with all the terms of this Agreement. You may also sublicense reproduction rights to printers and other production suppliers solely to the extent necessary for production purposes.
- 4.4. We reserve all rights in relation to the Images that are not expressly granted to you under this Agreement, whether known now, or created later, and whether or not in the contemplation of the parties at the time of this Agreement.
- 4.5. We may require you to cease all use of any of the Images if we reasonably believe that your use of such Images infringes the intellectual property rights of any third party, or breaches any applicable law or regulation. In this instance, we may, at our option either:

- 4.6. provide you with alternative Image(s) so as to avoid the infringement; or
- 4.7. terminate this Agreement immediately on written notice in respect of the relevant Images.

5. RESTRICTIONS AND OBLIGATIONS

- 5.1. You must comply with all applicable laws and regulations in performing your obligations and exercising your rights under this Agreement.
- 5.2. You must not incorporate Images (or any part of them) into a logo, trade mark or service mark.
- 5.3. Images must not be used as references for creating drawings or other visual works unless expressly agreed by us in writing.
- 5.4. Images must not be used in comps, presentations or layouts, nor may Images be used in slide projections or other presentations, unless expressly agreed by us in writing.
- 5.5. Images must not be reproduced more than once within any design, editorial piece, advertisement or other work product, unless expressly agreed by us in writing.
- 5.6. A licence to use an Image on or in a product, including a book or magazine cover, does not imply any licence on your part to use the Image in the advertising or promotion of that product, except as part of an image of the product itself showing the Image in its context.
- 5.7. You must not use Images in a pornographic, obscene, defamatory, misleading, unlawful or offensive manner, whether directly or in context or by juxtaposition with other materials.
- 5.8. You must comply with any special instructions or restriction on use notified to you by us before, after or at the time of delivery of the Images, either in the information or metadata accompanying the Images, the delivery note, the invoice or by any other means.
- 5.9. Images shall not be altered or manipulated, added to or have any part cropped or deleted without our prior written consent.
- 5.10. The Images must not be made available for use or distribution separately or detached from a product or web page. For example, the Images may be used as an integral part of a web page design, but may not be made available for downloading separately or in a format designed or intended for storage or re-use by website users. Similarly, End Users may be provided with copies of the Images as an integral part of your work product, but must not be provided with the Images or permitted to use the Images separately. Images must not be made available on or linked to via websites, products or services such as Pixazza, Stipple or Clic2c.
- 5.11. Images may not be modified, reconfigured or repurposed for use in any mobile-directed web sites or mobile applications that are specifically created for viewing of material on mobile devices, without our prior written consent which might require payment of an additional licence fee. For clarification, this restriction on mobile use is not breached if an Image that is licensed for web site use can be viewed via mobile devices in a “pull” (as opposed to “push”) fashion, provided it is not so specifically modified, reconfigured or repurposed for this purpose.
- 5.12. The Images must not, unless expressly agreed by us in writing, be posted on social networking or file-sharing sites such as Flickr, Plixi, YouTube, Facebook or MySpace.
- 5.13. You acknowledge the original nature of and agree not to challenge on the ground of non-originality the subsistence of copyright in Images consisting of skilled photographic reproductions of artistic works such as paintings, photographs and sculptures.

6. DIGITAL RIGHTS MANAGEMENT

- 6.1. You acknowledge that the Images are our valuable property, as are any Digital Images created from the Images.

- 6.2. You may store the Images in a digital library, network configuration or similar arrangement to allow them to be viewed within your organisation or within the End User's organisation for planning or production purposes, but you must retain the copyright symbol, our name, the Image identification numbers and any other information which may be embedded in the electronic files containing the original Images. Please note under EU Directive 2001/29/EC it is illegal to remove or alter metadata associated with digital images or publish images on the internet that have had metadata removed or altered. We are a member of BAPLA which is committed to the IPTC embedded metadata manifesto (www.embeddedmetadata.org). You must not remove metadata information supplied in Images under any circumstances including without limitation from Images published online.
- 6.3. When the work product for which the Images were licensed has been created or within 90 days, whichever is sooner, the Images, including any pre-press or pre-production copies, must be promptly deleted from your and any End User's computer or other electronic storage systems.

7. CREDITS

- 7.1. Unless otherwise agreed, you must credit us and the photographer or other author of the Image whenever the Image is used in the form indicated in the credit field or, if there is no such indication, "© [photographer's name]/[our name]". If a credit line is omitted an additional fee equal to 50% of the original amount invoiced attributable to the Image in question shall be payable by you. Failure to provide a credit may also breach the photographer's moral right to be identified under section 77 of the Copyright, Designs and Patents Act 1988 and equivalent laws in other jurisdictions.

8. PAYMENT

- 8.1. No reproduction of any Image is authorised until payment in full has been received by us. Any reproduction by you or the End User before payment in full has been received constitutes an infringement of copyright and a breach of this Agreement entitling us to terminate this Agreement immediately on written notice to you.
- 8.2. Unless otherwise agreed by us in writing, all invoices are payable by you within 30 days. If you do not make full payment of an invoice on time we reserve the right to charge interest on the outstanding amount at the rate prescribed by the Late Payment of Commercial Debts (Interest) Act 1998 from the date payment was due until payment is made.
- 8.3. All amounts due under this Agreement are exclusive of VAT which shall, where applicable, be paid by you at the prevailing rates on the due date for payment and on receipt of a VAT invoice from us.
- 8.4. All payments to be made by you under this Agreement (except any deduction or withholding which is required by law) shall be paid free and clear of any deductions or withholdings for or on account of set-offs or counterclaims.

9. MODEL AND OTHER RELEASES; CAPTIONS AND OTHER INFORMATION

- 9.1. We give no warranties whatsoever as to the existence of any model, property or other releases associated with the Images.
- 9.2. We give no warranties whatsoever as to the use of names, trade marks, logos, uniforms, registered or unregistered designs, artistic works or other material depicted in any Image which may be subject to intellectual property rights or other restrictions.
- 9.3. You must satisfy yourself that all releases, consents, licences or permissions as may be required for use of the Images have been secured. You are solely responsible for obtaining all such releases, consents, licences or permissions and the Licence is conditional in each case on your obtaining them. You must not rely on any representation in this connection which may be made on our website and may only rely on an express representation given specifically to you by us in writing.
- 9.4. We do not warrant the accuracy of the captioning, keywording or any other information associated with the Images. You must satisfy yourself that all such information is correct.

10. AUDIT

- 10.1. You shall keep separate and detailed records of all uses of the Images to enable us to verify your compliance with the terms of this Agreement. After giving written notice of 10 days, we, or any other person authorised by us, may inspect your records, premises and/or servers during normal business hours, and take away copies to verify the information provided by you. This right of inspection shall remain in effect for a period of one year after the expiry or termination of this Agreement.

11. INDEMNITY

- 11.1. You agree to indemnify and hold us harmless against any claims, damages, losses, expenses or costs (including any direct, indirect or consequential losses, loss of profit and loss of reputation and all interest, penalties and legal costs and other expenses) arising in any manner whatsoever from or as a result of your unauthorised use of any Image supplied by us to you, or any other breach by you of any of your obligations under this Agreement.

12. TERMINATION

- 12.1. We may (by written notice to you) terminate this Agreement immediately if:
- 12.2. (a) you fail to pay any amount due under this Agreement in full within 14 days of its due date and this failure is not remedied within 7 days of receipt of written notice to this effect; or
- 12.3. (b) you commit any material breach of your obligations under this Agreement which is incapable of remedy, or if capable of remedy, is not remedied within 14 days of our giving written notice requiring the breach to be remedied; or
- 12.4. (c) you cease, or threaten to cease, to carry on business, or any of the following events occur in respect of you or any of your holding companies:
- 12.4.1. a proposal is made for a voluntary arrangement or for any other composition scheme or arrangement with or assignment for the benefit of creditors;
- 12.4.2. a resolution for winding-up is passed;
- 12.4.3. a petition for winding-up is presented, or an application is made for the appointment of a provisional liquidator, or a creditors' meeting is convened;
- 12.4.4. a receiver, administrative receiver or similar officer is appointed over the whole or any part of your business or assets; or
- 12.4.5. an application is made either for the appointment of an administrator or for an administration order.
- 12.5. On any expiry or termination of this Agreement the Licence shall automatically terminate and there must be no further use of the Images. All Physical Images and any Image Carrier must be promptly returned to us and any other Digital Images must be promptly deleted from your and any End User's computer or other electronic storage systems.

13. WARRANTY AND LIMITATION OF LIABILITY

- 13.1. We warrant that (a) the Images will be free from defects in material and workmanship for 30 days from delivery (your sole remedy for a breach of this warranty being the replacement of the defective Image); (b) we have all necessary rights and authority to enter into and perform this Agreement; and (c) your use of the Images in accordance with this Agreement and in the form delivered by us will not infringe any copyright in the Images or any moral rights of the authors of the Images.
- 13.2. Save where expressly provided, all terms which might be implied into this Agreement or any collateral contract, whether by statute, common law or otherwise, are hereby excluded to the maximum extent permitted by law.
- 13.3. Nothing in this Agreement shall operate to exclude or limit our liability for (a) death or personal injury caused by our negligence; (b) any breach of the terms implied by section 12 of the Sale of Goods Act 1979 or section 2

of the Supply of Goods and Services Act 1982; (c) fraud; or (d) any other liability which cannot be excluded or limited under applicable law.

- 13.4. We shall have no liability for any losses or damages which may be suffered by you (or any person claiming under or through you), whether the same are suffered directly or indirectly or are immediate or consequential, and whether the same arise in contract, tort (including negligence) or otherwise howsoever, which fall within any of the following categories: (a) loss of profits; (b) loss of business opportunity; (c) loss of contracts; (d) loss of goodwill; or (e) loss arising from damaged, corrupted or lost data; provided that this clause 13.4 shall not prevent claims for direct financial loss that are not excluded by any of categories (a) to (e) inclusive of this clause 13.4.
- 13.5. Subject to clause 13.3, our liability, whether in contract, tort (including negligence) or otherwise and whether in connection with this Agreement or any collateral contract, shall not exceed the Licence Fee multiplied by 10.

14. ASSIGNMENT

- 14.1. You shall not, without our prior written consent, assign, transfer or deal in any manner with this Agreement or any of your rights and obligations under this Agreement.

15. COPYRIGHT AND PUBLICATION RIGHT

- 15.1. No interest in the copyright in any Image shall pass to you by virtue of this Agreement. Any publication right (as defined in the Copyright and Related Rights Regulations 1996) and equivalent rights in all other jurisdictions arising from your or the End User's use of any Image shall vest in us and you hereby assign and agree to procure the assignment of all such rights arising to us.
- 15.2. You will promptly notify us of any actual or suspected infringement of the copyright in the Images within the licensed territory ("Infringement") that comes to your attention. You will co-operate fully with us by taking all steps required by us (in our sole discretion) in connection with any Infringement including, without limitation, where the Licence is exclusive, proceedings in our name or in the joint names of the parties. You will use your best endeavours to assist us in any legal proceedings relating to any Infringement.

16. MISCELLANEOUS TERMS

- 16.1. This Agreement constitutes the entire agreement between the parties and supersedes and extinguishes all previous agreements, arrangements and understandings between them, whether written or oral, relating to its subject matter. Each party agrees that it shall have no remedies in respect of any representation or warranty (whether made innocently or negligently) that is not set out in this Agreement. No party shall have any claim for innocent or negligent misrepresentation based upon any statement in this Agreement.
- 16.2. No variation of this Agreement shall be effective unless it is in writing and signed by the parties (or their authorised representatives). If there is an inconsistency between any of the provisions of this Agreement and the provisions of your purchase order, your standard terms and conditions or any other document, the provisions of this Agreement shall prevail.
- 16.3. If any court or competent authority finds that any provision of this Agreement (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision shall, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this Agreement shall not be affected. If any invalid, unenforceable or illegal provision of this Agreement would be valid, enforceable and legal if some part of it were deleted, the provision shall apply with the minimum modification necessary to make it legal, valid and enforceable.
- 16.4. No failure or delay by a party to exercise any right or remedy provided under this Agreement or by law shall constitute a waiver of that or any other right or remedy, nor shall it preclude or restrict the further exercise of that or any other right or remedy. No single or partial exercise of such right or remedy shall preclude or restrict the further exercise of that or any other right or remedy.
- 16.5. This Agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales. The parties irrevocably agree that the courts of England and Wales shall

have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims), save for infringement of copyright or non-payment of the Licence Fee where it shall be non-exclusive. However, if our business address is in Scotland or Northern Ireland then the words "Scotland" or "Northern Ireland", as the case may be, shall be substituted for the words "England and Wales" in the preceding two sentences of this clause 16.5.

16.6. © The British Association of Picture Libraries and Agencies December 2011/Swan Turton LLP

PRIVACY POLICY

moofe takes the privacy of users extremely seriously and will never pass your details to a third party without your permission. We respect your privacy and only hold the details we need to provide a quality service and to keep you up to date with the latest information at any time. Your data will be held in strict accordance with the United Kingdom's Data Protection Act 1998.

moofe privacy policy

1. Proprietor

- 1.1. For the purposes of the Data Protection Act 1998 we confirm that the proprietor and operator of the moofe website at www.moofe.com (the "Website") is Moofe Limited a company registered in England and Wales with company registration number 06172730 having its registered office at The Pines, Boars Head, Crowborough, East Sussex, TN6 3HD ("we," "us," "our" or "Moofe"). Moofe can be contacted via the contact section on the Website.
- 1.2. Moofe respects the privacy of each user accessing the Website ("you," "your") and is committed to protecting your privacy. Moofe has structured the Website so that, in general, it is necessary to provide log-in information and identify yourself to access the website. Moofe ensures that any personal information provide by you to Moofe will be processed in accordance with the eight principles of the Data Protection Act 1998 and the Privacy Policy set out below.

2. Processing of Personal Data

- 2.1. In accordance with Moofe's Website and Licence General Terms, (the "terms") you will need to register on via the Website in order to use many of the Moofe services set out in the terms.
- 2.2. Personal data about you or any minor for whom you are parent or legal guardian will be collected when you contact Moofe via the above-mentioned online registration form or otherwise. The types of personal information you provide to us in such circumstances may include name, address, telephone number, e-mail address, contact preferences, age, sex and details relating to medical history. At other times when using the Website, you may also submit material which refers to certain personal details which may include details comprising sensitive personal data under the Data Protection Act 1998, including information on your racial or ethnic origin, your political opinions, your religious beliefs, any trade union activity you are or have been involved in, your physical or mental health or condition, your sexual life, the commission of any offences by you or any proceedings relating to a criminal offence.

3. Purpose Specification

- 3.1. We collect your personal data for the purpose of providing the services described in the terms, in relation to which you have registered your interest. We will not disclose your personal data or any other personal data provided by you to us to any third party except as set out as follows. We will disclose your data to our agents inside or outside of the European Union for the purpose of the technical operation of the website only.
- 3.2. We do not collect additional information about you from other sources, such as public records or bodies, or private organisations.
- 3.3. The Website makes it clear at the point of submission where information will be available for others to view. Where the Website makes this clear, you consent to all use and dissemination of the information via the Website. Specifically, your personal data and sensitive personal data will be available online if you include any such data in items uploaded to the Website. We may also use your personal data to communicate with you and provide information about our services and the services of others pursuant to your requests. You hereby consent to this use of your personal data as described above.

- 3.4. With regard to any sensitive personal data (as defined in the Data Protection Act 1998) which we collect from you, upon submission of any items including such data through the Website, you hereby expressly consent to our processing of such sensitive personal data for the purpose of the inclusion of that sensitive personal data on the Website.
- 3.5. We may also use your personal data to better understand who uses our Website and the pages they access so as to be able to improve the Website. From time to time, we may also use your personal data to contact you for market research or client care survey purposes, but we will always give you the opportunity to opt-out of such market research and client care surveys. We will otherwise ensure that your personal data will not be disclosed to other organisations, institutions and authorities unless required by law.
- 3.6. You agree to the use of your personal data or other personal data you have provided to us for the above purposes. If we wish to use your personal data or other personal data you have provided to us for new or different purposes, other than for which it was originally supplied, we will request your written permission first. We take seriously the trust you place in us.
- 3.7. You agree that if we transfer ownership or management of the Website or Moofe to a third party we may also transfer your personal data or other personal data you have provided to us, including all sensitive personal data and any other information about you to such third party, provided such third party agrees to observe this policy.

4. Security of Personal Data

- 4.1. Transmission of data and information via the Website is not a secure or encrypted transmission method for sending your personal data, unless otherwise indicated on the Website. Accordingly, your attention is drawn to the fact that any information and personal data carried over the Internet is not secure. Information and personal data may be intercepted, lost, redirected, corrupted, changed and accessed by other people.
- 4.2. We set strict security standards to prevent any unauthorised access to your personal data once we have received it and wherever possible we will use adequate security software and working procedures to ensure the security of your personal data. To prevent unauthorised access, maintain accuracy, and ensure proper use of personal data, we have employed physical, electronic, and managerial processes to safeguard and secure the information we collect online.

5. Third Party Websites

- 5.1. Parts of our Website contain links to third party websites ("Third Party Websites") for your convenience and information. If you use these links, you will leave the Website. When you access a Third Party Website, please understand that we do not control the content of that Third Party Website and are not responsible for the privacy practices of that Third Party Website.
- 5.2. We suggest that you carefully review the privacy policies of each Third Party Website that you visit. This Privacy Policy does not cover the information practices of those Third Party Websites linked to our Website. Third Party Websites may send their own cookies to users, collect personal data, or solicit personal information. Third Party Websites may operate very different privacy practices to this Website. Links to Third Party Websites on the Website do not imply that Moofe endorses those Third Party Sites or agrees with any of the views or information set out on such Third Party Websites.

6. Automatic Collection of Data

- 6.1. All networks connected to the Internet communicate in "IP" (Internet Protocol), which is a technical standard that allows data to be transmitted between two devices. "TCP/IP" (Transmission Control Protocol/Internet Protocol) is responsible for making sure messages get from one host to another and that the messages are understood. An IP address is a string of code which identifies your personal computer and tells the Internet that you are connected.
- 6.2. The Website does not automatically store or capture personal data except for logging your IP address. This information is not retained after you have logged off. We do not link information automatically logged in this way by any means with personal data about specific individuals.

- 6.3. Cookies are messages given to an Internet browser by an Internet server. The browser in a text file called cookie.txt then stores the message. Each time the browser requests a page from the server, this message is sent back. A cookie's main objective is to identify users and personalise their visit by customising web pages for them, for example by welcoming them by name next time they visit the same website. We may use cookies for collecting information on the Website.

7. Subject Access Rights

- 7.1. Under the Data Protection Act 1998, we have to provide you, as a "data subject" with a readable copy of all personal data which we may hold about you, within 40 days of receiving your written request for us to provide it. The Data Protection Act 1998 allows us to charge a fee of £10 pounds for this. Evidence or proof of your identity (for example, a copy of your passport, driver's licence or current bills) will be required.
- 7.2. It is both in our interest and yours to store and process accurate personal data. If the data we hold about you is inaccurate in any way, where appropriate, you may have your personal data corrected by us on request by having it: completed; amended; and/or erased.
- 7.3. Please contact us to update any of your personal data or to request access to your personal data by addressing the "Information Officer" via: Email: info@moofe.com
- 7.4. We reserve the right to refuse to provide you with a copy of your personal data based on the exemptions set out in the Data Protection Act 1998, but if we do refuse we will give full reasons for our refusal and allow you to challenge our decision.

8. Feedback

- 8.1. If you have any feedback or questions about Moofe's use of your personal information or about this online Privacy Policy, please send us an e-mail to info@moofe.co.uk.
- 8.2. If you send us personal data via e-mail, we will use it to respond to your information request. If you e-mail us, or give us your e-mail address, we will keep a record of it.
- 8.3. We will not give your e-mail address to any unauthorised third parties. Note that communications via e-mail or otherwise are strictly governed by and subject to Moofe's terms set out on the Website.
- 8.4. When you e-mail us please remember that the content of your e-mail is not secure and could be intercepted. Accordingly, please keep the amount of confidential information to a minimum and we will do likewise when we reply.

9. Changes to this Privacy Policy

- 9.1. Moofe will post any changes to this Privacy Policy on our Website from time to time. Please be sure to regularly check our Privacy Policy before using the Website. Regardless of any changes we make to our Privacy Policy, we will always use your personal data in accordance with the Privacy Policy in place at the time you provide your information and the Data Protection Act 1998, unless you give your express consent for us to do otherwise.

10. Mailing Lists

- 10.1. Moofe may use the information or parts of it to occasionally broadcast it or notify you about its services or related activities that you may find useful. Moofe will not send you any marketing emails unless you give us your consent, unless we have it already.