



Your lifeline in case of emergency

Privacy Policy

1. What information we collect

1.1. Data Controllers

Our Privacy Policy applies to anyone with an Icebook account. Whether you live in the UK or outside of the UK, Icebook Ltd controls your information with your implied consent.

Wherever you live, the personal information provided to Icebook is controlled by YOU in respect of the information you decide to share. Whilst your data is in the possession of Icebook Ltd, Retford Enterprise Centre, Randall Walk, Retford, Nottinghamshire, DN227GR, we maintain the status of Data Controller. If you have any concern about providing information to us and having such information displayed on the Icebook system, made available to Appropriate Authorities or otherwise used in any manner permitted in this Privacy Policy and the User Agreement, you should not become a Member of Icebook or visit our website. We collect your personal information in the following ways:

1.2. Registration

When you create an account with us, you provide us with information (including your name, email address, and password) that we use to offer you a personalised, relevant experience on Icebook.

To create an account on Icebook, you must provide us with at least your name, email address, contact information and a password. You can choose to provide further information about yourself during the registration process. We may use this additional information to provide you with more customised services, updates, and content, more relevant ads, more importantly your information is made available in case of emergency to such emergency service personnel who may require access to it. You understand that, by creating an account, Icebook and emergency service agencies will be able to identify you by your Icebook profile, and you allow Icebook to use this information in accordance with this Privacy Policy and our User Agreement. We may also ask for your credit card details if you purchase certain Icebook services.

1.3. Profile Information

You can add many personal details – for example your next of kin, medical, allergies etc – to your profile. A complete profile helps you be identified by emergency service agencies so that loved ones or employees can be informed of critical information quickly. It also means we can show you relevant ads and content.

After you create an account, you may choose to provide additional information on your Icebook profile, such as preferred suppliers / trades professionals, medical information, doctor's details, next of kin, employees, depending on your level of access. Providing additional information enables you to derive more benefit from Icebook by helping emergency service agencies identify you, your loved ones and employees in a few simple steps using our advanced search fields. It also enables us to serve you ads and other relevant content on and off Icebook.

1.4. Customer Service

When you contact our Help Center, we collect information to respond to your questions and better serve you.

When you contact Icebook's Help Centre, we collect information that helps us categorise your question, respond to it, and, if applicable, investigate any breach of our User Agreement or this Privacy Policy. We also use this information to track potential problems and trends and customise our support responses to better serve you.

1.5. Cookies

We use cookies to help personalise your Icebook experience and show you relevant ads.

We use cookies and similar technologies, including mobile device identifiers, to help us recognise you, improve your Icebook experience, increase security, measure use of our Services, and serve advertising. You can control cookies through your browser settings and other tools. For more information, including the types of cookies found on Icebook, please read Icebook's Cookie Policy. By visiting Icebook, you consent to the placement of cookies and beacons in your browser in accordance with this Privacy Policy and Icebook's Cookie Policy.

1.6. Log Files, IP Addresses, and Information about Your Computer and Mobile Device

We collect information from the devices and networks that you use to access Icebook. This information helps us improve and secure our Services.

When you visit or leave Icebook by clicking a hyperlink or view a plugin on a third-party site, we automatically receive the URL of the site from which you came or the one to which you are directed. Also, advertisers receive the URL of the page that you are on when you click an ad on Icebook. We also receive the internet protocol ("IP") address of your computer or the proxy server that you use to access the web, your computer operating system details, your type of web browser, your mobile device (including your mobile device identifier provided by your mobile device operating system), your mobile operating system (if you are accessing Icebook using a mobile device), and the name of your ISP or your mobile carrier. We may also receive location data passed to us from third-party services or GPS-enabled devices that you have set up.

2. How we use your personal information

At Icebook, above all else we strive to use your information to provide you world-class services in a professional and trustworthy manner.

2.1. Consent to Icebook Processing Information about You

When you register with Icebook, you acknowledge that information you provide on your profile can be seen by appropriate Authorities as described in this Privacy Policy and and only in case of an emergency unless compelled by legal instrument to do otherwise.

By providing personal information to us when you create or update your account and profile, you are expressly and voluntarily accepting the terms and conditions of Icebook's User Agreement and freely accepting and agreeing to our processing of your personal information in ways set out by this Privacy Policy. Supplying information to us, including any information deemed "sensitive" by applicable law, is entirely voluntary on your part. You have the right to withdraw or modify your consent to Icebook's collection and processing of the information you provide at any time, in accordance with the terms of this Privacy Policy and the User Agreement, by changing your profile, or by closing your account.

The term 'In Case of Emergency' within this policy is defined as . Any unexpected incident threatening the safety, welfare, or property of any member and / or linked account, which requires fast action in order to avoid harmful results, or the speedy delivery of critical next of kin messages.

2.2. Icebook Communications

We communicate with you using Icebook messaging, email, and other ways available to us. We may send you messages relating to the availability of the Services, security, or other service-related issues. We also may enable emergency services to message you in some circumstances. You can change your email settings at any time.

We communicate with you through email, notices posted on the Icebook website, messages to your Icebook inbox, and other means available through the Service, including mobile text messages and push notifications. Examples of these messages include: (1) welcome and engagement messages - when you register on Icebook, we may send you a series of emails to inform you about how to best use Icebook as well as new features; (2) service messages – these will cover service availability, security, and other issues about the functioning of Icebook; (3) promotional messages which may contain promotional information directly or on behalf of our partners. (4) Messages from emergency service agencies. These messages will be sent to you based on your profile information and messaging preferences. You may change your email and contact preferences at any time by signing into your account and changing your email settings.

2.3. User Communications

With certain communications you send on Icebook, the recipient can see your name, email address, and some network information.

Many communications that you initiate through Icebook (for example, a link request sent to a non-Member) will list your name and primary email address in the header of the message. Once you have linked with an individual, regardless of who sent the invitation, your personal information will not be shared with that individual.

2.4. Customised Content

We use the information you provide on your profile to customise your experience on Icebook.

We use information that you provide to us to customise your experience of Icebook.

2.5. Sharing Information with Affiliates

We may share your personal information with our Icebook affiliates outside of the Icebook entity that is your data controller (for example, Icebook Ltd may share your information with other Icebook operating entities as necessary to provide the Services. By agreeing to this Privacy Policy, you are consenting to this sharing.

2.6. Sharing Information with Third Parties

We don't provide any of your Personal Data to third parties without your consent, unless required by law, or as described in Section 2.6. However, you provide implied consent to share all information with the appropriate authorities in the event of an emergency defined in section 2.1.

We do not rent or sell personal information that you have posted on Icebook, except as described in this Privacy Policy. We will not disclose personal information that is not published to your profile or generated through engagement with other Icebook services, without your consent or to carry out your instructions (for example, to process payment information) unless Icebook has a good faith belief that disclosure is permitted by law or is reasonably necessary to: (1) comply with a legal requirement or process, including, but not limited to, civil and criminal proceedings, court orders or other compulsory disclosures; (2) enforce this Privacy Policy or our User Agreement; (3) respond to claims of a violation of the rights of third parties; (4) respond to Member service inquiries; or (5) protect the rights, property, or safety of Icebook, our Members, or the public. See Section 2.14 for additional details about Icebook's compliance with legal requests for information. (6) in response to a genuine emergency by emergency service agencies.

Icebook work closely with emergency services to ensure that 24/7 access to the Icebook system is maintained. However, whilst the Icebook system forms a useful tool for emergency services to use, they are under no legally binding obligation to do so. As such, should an Emergency Service fail to access your account for any reason, whatever the circumstances, neither the specific Emergency Service in question, nor Icebook Ltd can be held liable or accountable in any sense, for any harm, damage or cost arising from such an occasion.

2.7. Testimonials

If you provide any testimonials about our goods or services we may post those testimonials in connection with our promotion of these services to third parties. Testimonials may include your name and county.

2.8. Compliance with Legal Process and Other Disclosures

We may disclose your personal information if compelled by law, subpoena, or other legal process, or if necessary to enforce our User Agreement.

It is possible that we may need to disclose personal information, profile information, or information about your activities as a Icebook Member when required by law, subpoena, or other legal process, or if Icebook has a good faith belief that disclosure is reasonably necessary to (1) investigate, prevent, or take action regarding suspected or actual illegal activities; (2) enforce the User Agreement, investigate and defend ourselves against any third-party claims or allegations, or protect the security or integrity of our Service; or (3) exercise or protect the rights, property, or safety of Icebook, our Members, personnel, or others.

2.9. Disclosures to Others as the Result of a Change in Control or Sale of Icebook Ltd.

If there is a change in control or sale of all or part of Icebook, we may share your information with a third party, who will have the right to use that information in line with this Privacy Policy.

We may also disclose your personal information to a third party as part of a sale of the assets of Icebook Ltd, a subsidiary, or division, or as the result of a change in control of the company or one of its affiliates, or in preparation for any of these events. Any third party to which Icebook transfers or sells Icebook's assets will have the right to continue to use the personal and other information that you provide to us in the manner set out in this Privacy Policy.

3. Your Choices & Obligations

3.1. Rights to Access, Correct, or Delete Your Information, and Closing Your Account

You can change your Icebook information at any time by editing your profile, deleting content that you have posted, or by closing your account. You can also ask us for additional information we may have about your account.

You have a right to (1) access, modify, correct, or delete your personal information controlled by Icebook regarding your profile, (2) change or remove your content, and (3) close your account. You can also contact us for any account information which is not on your profile or readily accessible to you. If you close your account, your information will generally be removed from the Service within 24 hours. We generally delete closed account information and will depersonalise any logs or other backup information within 30 days of account closure, except as noted below.

3.2. Data Retention

We keep your information for as long as your account is active or as needed. For example, we may keep certain information even after you close your account if it is necessary to comply with our legal obligations, meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce this agreement.

We retain the personal information you provide while your account is in existence or as needed to provide you services. Icebook may retain your personal information even after you have closed your account if retention is reasonably necessary to comply with our legal obligations, meet regulatory requirements, resolve disputes between Members, prevent fraud and abuse, or enforce this Privacy Policy and our User Agreement. We may retain personal information, for a limited period of time, if requested by law enforcement.

3.3. Your Obligations

Please respect the terms of our User Agreement, our Policies, and your fellow Icebook Members.

As a Member, you have certain obligations to other Members. Some of these obligations are imposed by applicable law and regulations and others have become commonplace in communities of like-minded Members such as Icebook:

- You must, at all times, abide by the terms and conditions of the current Privacy Policy, User Agreement, and other policies of Icebook. This includes respecting all intellectual property rights that may belong to third parties, such as trademarks or copyrights.
- You must not upload or otherwise disseminate any information that may infringe on the rights of others or which may be deemed to be injurious, violent, offensive, racist, or xenophobic, or which may otherwise violate the purpose and spirit of Icebook and its community of Members.
- You must keep your username and password confidential and not share it with others.

Any violation of these guidelines or those detailed in our User Agreement or elsewhere may lead to the restriction, suspension, or termination of your account at the sole discretion of Icebook.

4. Important Information

4.1. Minimum Age

You have to meet Icebook's minimum age requirements to create an account.

As described in Section 2.3. of the User Agreement, persons must be of the Minimum Age of sixteen years to register with Icebook.

4.2. Changes to this Privacy Policy

We will notify you when we change this Privacy Policy.

We may change this Privacy Policy from time to time. If we make significant changes in the way we treat your personal information, or to the Privacy Policy, we will provide notice to you on the Service or by some other means, such as email. Please review the changes carefully. If you agree to the changes, simply continue to use our Service. If you object to any of the changes to our terms and you no longer wish to use Icebook, you may close your account. Unless stated otherwise, our current Privacy Policy applies to all information that Icebook has about you and your account. Using Icebook after a notice of changes has been communicated to you or published on our Service shall constitute consent to the changed terms or practices.

4.3. Security

We take privacy and security seriously and have enabled HTTPS access to our site, in addition to existing SSL access over mobile devices. Also, please know that the Internet is not a secure environment, so be careful and select strong passwords.

We have implemented security safeguards designed to protect the personal information that you provide in accordance with industry standards. Access to your data on Icebook is password-protected, and sensitive data (such as credit card information) is protected by SSL encryption when it is exchanged between your web browser and the Icebook Services. We also offer secure https access to the website. To protect any data you store on our servers, we also regularly monitor our system for possible vulnerabilities and attacks, and we use secured-access data centres. However, since the Internet is not a 100% secure environment, we cannot ensure or warrant the security of any information that you transmit to Icebook. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information. Please note that emails, and similar means of communication with other Icebook Members are not encrypted, and we strongly advise you not to communicate any confidential information through these means. Please help keep your account safe by using a strong password.