

## PRIVACY NOTICE

Last Updated January 03, 2023

This privacy notice for Heyday UK ('Company', 'We', or 'Our'), describes how and why we might collect, store, use, and/or share your information when you use our services, as such as when you:

- Visit our website at <http://www.heydayuk.com> or any website of ours that links to this privacy notice
- Engage with us in other related ways including any sales, marketing, or events

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our services. If you still have any questions or concerns, please contact us at [admin@heydayuk.com](mailto:admin@heydayuk.com).

### SUMMARY OF KEY POINTS

This summary provides key points from our privacy notice, but you can find our more details about any of these topics by using our table of contents below to find the section you are looking for.

**What personal information do we process?** When you visit, use, or navigate our services, we may process personal information depending on how you interact with Heyday UK and the services, the choices you make, and the products and features you use.

**Do we process any sensitive personal information?** We do not process any personal information.

**Do we receive any information from third parties?** We do not receive any information from third parties.

**How do we process your information?** We process your information to provide, improve, and administer our services, communicate with you, for security and fraud prevention, and to comply with the law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so.

**In what situations and with which parties do we share personal information?** We may share information in specific situations, and with specific third parties.

**How do we keep your information safe?** We have organisational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information.

**What are your rights?** Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information.

**How do you exercise your rights?** The easiest way to exercise your rights is by filling out our data subject request form by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

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## 1. WHAT INFORMATION DO WE COLLECT?

### **Personal information you disclose to us.**

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us and our services, when you participate in activities on the services, or otherwise when you contact us.

**Personal Information Provided by You.** The personal information that we collect depends on the context of your interactions with us and the services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- email addresses

**Sensitive Information.** We do not process sensitive information.

**Social media login Data.** We may provide you with the option to register with us using your existing social media account details like your Facebook, Twitter, or other social media account.

All personal information that you provide to us must be true, complete, and accurate and you must notify us of any changes to such personal information.

## 2. HOW DO WE PROCESS YOUR INFORMATION?

**We process your personal information for a variety of reasons, depending on how you interact with our services including:**

- **To save or protect an individual's vital interest.** We may process your information when necessary to save or protect an individual's vital interest such as to prevent harm.

## 3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR INFORMATION?

We only process your personal information when we believe it is necessary and we have a valid legal reason to do so under applicable law, like with your consent, to comply with laws, to provide you with services to enter into or fulfil our contractual obligations, to protect your rights, or to fulfil our legitimate business interests.

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- **Consent.** We may process your information if you have given us permission to use your personal information for a specific purpose. You can withdraw your consent at any time
- **Legal Obligations.** We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or

regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.

- **Vital Interests.** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situation involving potential threats to the safety of any person.

In legal terms, we are generally the 'data controller' under European data protection laws of the personal information described in this privacy notice, since we determine the means and/or purposes of the data processing we perform. This privacy notice does not apply to the personal information we process as a 'data processor' on behalf of our customers. In those situation, the customer that we provide services to and with whom we have entered into a data processing agreement is the 'data controller' responsible for your personal information, and we merely process your information on their behalf in accordance with your instructions. If you want to know more about our customers' privacy practices, you should read their privacy policies and direct any questions you have to them.

#### **4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?**

We may need to share your personal information in the following situations:

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Business Partners.** We may share your information with our business partners to offer you certain products, services, or promotions.

#### **5. HOW DO WE HANDLE YOUR SOCIAL LOGINS?**

If you choose to register or log in to our services using a social media account, we may have access to certain information about you.

We will use the information we receive only for the purposes that are described in this privacy notice or that are otherwise made clear to you on the relevant services. Please note that we do not control, and are not responsible for, other uses of your personal information by your third party social media provider. We recommend that you review their privacy notice to understand how they collect, use, and share your personal information, and how you can set your privacy preferences on their sites and apps.

#### **6. HOW LONG DO WE KEEP YOUR INFORMATION?**

We keep your information as long as necessary to fulfil the purposes outlined in this privacy notice unless otherwise required by law.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymise such information, or, if this is not possible, then we will securely store your personal information and isolate it from any further processing until deletion is possible.

#### **7. HOW DO WE KEEP YOUR INFORMATION SAFE?**

We have implemented appropriate and reasonable technical and organisational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our services is at your own risk. You should only access the services within a secure environment.

## 8. WHAT ARE YOUR PRIVACY RIGHTS?

In some regions, you have certain rights under applicable data protection laws. These may include the right to request access and obtain a copy of your personal information, to request rectification or erasure, to restrict the processing of your personal information and if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. You can make sure a request by contacting us.

We will consider and act upon any request in accordance with applicable data protection laws.

**Withdrawing your consent:** If we are relying on your consent to process your personal information, which may be express and/or implied consent depending on the applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us.

However, please note that this will not affect the lawfulness of the processing before its withdrawal now, when applicable law allows, will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

**Opting out of marketing and promotional communications:** You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided. You will then be removed from the marketing list. However, we may still communicate with you - for example to send you service related messages that are necessary for the administration and use of your account, to respond to service requests, or for other non marketing purposes.

If you have any questions about your privacy rights, you may email us at [admin@heydayuk.com](mailto:admin@heydayuk.com)

## 9. CONTROLS FOR DO NOT TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do Not Track (DNT) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognising and implementing DNT signals has been finalised. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future we will inform you about that practice in a revised version of this privacy notice.

## 10. DO WE MAKE UPDATES TO THIS NOTICE?

We may update this privacy notice from time to time. The updated version will be indicated by an updated 'Revised' date and the updated version will be effective as soon as it is accessible. If we make material Changes to this privacy notice we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

## 11. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have any questions or comments about this notice you may contact our Data Protection Officer (DPO) Jack Windows by emailing him at [admin@heydayuk.com](mailto:admin@heydayuk.com)

## 12. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on applicable laws of your country, you may have the right to request access to the personal information we collect from you, change that information, or delete it. To request to review, update, or delete your personal information please email [admin@heydayuk.com](mailto:admin@heydayuk.com).