



PRIVACY NOTICE

We are a General Data Protection Regulation (GDPR) compliant organization.

We capture information about you in order to improve your experience of The Creative Floor.

To help us give you more of what you love, we capture information about you in order to improve your experience of The Creative Floor Community.

We are The Creative Floor Ltd, 9 Mead Road, Uxbridge, UB81AU, United Kingdom. We are contactable via awards@thecreativefloor.com

This notice is to inform you about how we collect and protect any personal information you provide to us and how you can control what personal information we collect from you and what we do with it. It sets out how we intend to use your information, who we will share it with and what rights you have about use of your information.

This notice applies however you provide personal information to us, whether you go online to our websites, contact us via social media, visit our events, enter our competition or whether you telephone, email, write to or text us.

WHAT PERSONAL DATA DO WE COLLECT?

We may collect the following information about you:

- your name, your contact details: postal address including billing and delivery addresses, telephone numbers (including mobile numbers) and email address
- orders made by you; your location; your correspondence and communications with us

This list is not exhaustive and in specific instances, we may need to collect additional data for the purposes set out in this Notice. Some personal data is collected directly, for example when you set up an online account on our website or send an email to our support team. Our websites are not intended for children and we do not knowingly collect data relating to children.

SHARING DATA WITH THIRD PARTIES

OUR SERVICE PROVIDERS AND SUPPLIERS

In order to make certain services available to you and to help us better understand your preferences, we have partnered with certain trusted third parties including logistics and marketing service providers. We may need to share your personal information with some of our service partners. We only allow our service providers to handle your personal information when they have confirmed that they apply appropriate data protection and security controls. We also impose contractual obligations on service providers relating to data protection and security, which mean they can only use your information to provide services to us and to you, and for no other purposes.

OTHER THIRD PARTIES

We may also share your data with:

- other companies within our group



- to purchasers, investors, funders and advisers if we sell our business or assets or restructure whether by merger, re-organisation or otherwise;
- our legal and other professional advisers, including our auditors
- credit reference agencies where necessary for card payments
- governmental bodies, regulators, law enforcement agencies, courts/tribunals and insurers

Where we are required to do so:

- to comply with our legal obligations and the administration of justice
- to exercise our legal rights (for example in court cases)
- for the prevention, detection, investigation of crime or prosecution of offenders
- for the protection of our employees and customers

LEGAL BASIS FOR USING DATA

We are required to set out the legal basis for our processing of your personal data. We collect and use customers' personal data:

1. as necessary to perform our contract with you:

o for the purposes of complying with our duties and exercising our rights under a contract for the sale of goods or services to a customer;

or

2. as necessary for the pursuit of our legitimate interests, including:

o selling and supplying goods and services to our customers;

o promoting, marketing and advertising our products and services;

o sending promotional communications which are relevant and tailored to individual customers

o to identify and contact competition winners;

o understanding our customers' behaviour, activities, preferences, and needs;

o improving existing products and services and developing new products and services;

o protecting customers, employees and other individuals and maintaining their safety, health and welfare;

o good governance, accounting and managing and auditing our operations and complying with our legal and regulatory obligations;

o preventing, investigating and detecting crime, fraud or anti-social behaviour and prosecuting offenders, including working with law enforcement agencies;

o handling customer contacts, queries, complaints or disputes;

o protecting our company, its employees and customers, by taking appropriate legal action against third parties who have committed criminal acts or are in breach of legal obligations to us;

o handling any legal claims or regulatory enforcement actions taken against us; and

o fulfilling our duties to our customers, colleagues, shareholders and other stakeholders;

or

3. as necessary for complying with our legal obligations including:

o where you exercise your rights under data protection laws

o for compliance with legal and regulatory requirements;



o to establish or defend legal rights;

or

4. based on your consent for example in relation to sending direct marketing communications via email or text message

You have the right to withdraw consent at any time. Where consent is the only legal basis for processing, we will cease to process data after consent is withdrawn.

HOW WE PROTECT YOUR DATA

OUR CONTROLS

The Creative Floor Limited is committed to keeping your personal data safe and secure.

Our security measures include:

- encryption of data;
- regular cyber security assessments of all service providers who may handle your personal data;
- regular planning to ensure we are ready to respond to cyber security attacks and data security incidents;
- security controls which protect our IT systems infrastructure and our premises from external attack and unauthorised access;
- internal policies setting out our data security rules for our personnel; and
- regular training for our employees.

WHAT YOU CAN DO TO HELP PROTECT YOUR DATA

You should always be cautious when sharing your personal data. No one from our company will ever ask you to confirm any bank account or credit card details via email. If you receive an email claiming to be from The Creative Floor Limited asking you to do so, please ignore it and do not respond.

If you are using a computing device in a public location, we recommend that you always log out and close the website browser when you complete an online session. In addition, we recommend that you take the following security measures to enhance your online safety:

- keep your account passwords private because anyone who knows your password may access your account or be compromised if your account is accessed without authority
- when creating a password, use a difficult word/number combination of at least 8 characters and something that is not easily guessed by hackers such as your name, email address, or other personal data that can be easily obtained. Also, frequently change your password. You can do this in your account settings.
- avoid using the same password for different online accounts

HOW LONG WE KEEP YOUR DATA

We will not retain your data for longer than necessary for the purposes set out in this Notice. Different retention periods apply for different types of information, and our Data Retention Policy sets out the length of time we will usually retain personal data and where these default periods might be changed.



In summary, various laws, accounting and regulatory requirements applicable to us require us to retain certain records for specific amounts of time. In relation to your personal data, we will hold this only for so long as we require that personal data for legal or regulatory reasons or for legitimate organisational purposes. We will not keep your data for longer than is necessary for the purposes for which we collect them.

Entries are evaluated and judged for their intrinsic merits – without comparison to other entries in the same category. Each entry is, in effect, in competition with itself. The number of entries in a category has no bearing on how each entry is scored by the jury.

YOUR RIGHTS

You have the following rights:

- the right to be informed about our processing of your personal data which is the aim of this Notice;
- the right to request access to personal data we hold about you at any time;
- the right to ask us to update and correct any out-of-date or incorrect personal data that we hold about you;
- the right to object to processing of your personal data and/ or to withdraw any consent you have given us and to opt out of any marketing communications that we may send you;
- the right to prevent processing that is likely to cause damage or distress to you or anyone else;
- the certain rights in relation to automated decision making including profiling;
- the right to request that we erase your personal data in certain circumstances (the right to be forgotten) for example when the data are no longer necessary for the purpose for which we collected them;
- the right to have your personal data provided to you by us in a structured, commonly used and machine-readable format and transmitted to another data controller. This is known as the right to data portability.

If you wish to exercise any of the above rights, you can always contact us either by email to awards@thecreativefloor.com or by post to The Creative Floor, 9 Mead Road, Uxbridge, UB81AU, United Kingdom.