

THE SUMMER OF CRICKET PROMOTION



ABOUT US AND THIS NOTICE

This Privacy Notice explains what we do with your personal data in our capacity as Promoter of the Summer of Cricket promotion ("**Promotion**").

This Privacy Notice is provided by Premier Foods Group Limited (company number: 00281728) of Premier House, Centrium Business Park Griffiths Way, St. Albans, AL1 2RE, United Kingdom as the Promoter of the Promotion. All references to "**our**", "**us**", "**we**", or "**Premier Foods**" within this Privacy Notice refer to Premier Foods Group Limited.

We are the controller of your personal data. This means that we are responsible for complying with applicable data protection laws.

We take your privacy very seriously We ask that you read this Privacy Notice carefully as it contains important information about our processing of personal data and your rights.

How to contact us

If you have any questions about this Privacy Notice, how we handle your personal data, or want to exercise any of your rights, please contact our Data Privacy Officer either:



By post: Premier House, Centrium Park, Griffiths Way, St Albans, AL1 2RE; or

By email: privacy@premierfoods.co.uk

Changes to the Privacy Notice

We may change this Privacy Notice from time to time. You should check this Privacy Notice occasionally to ensure you are aware of the most recent version that will apply each time you access this website.

WHAT PERSONAL DATA DO WE COLLECT AND WHY?

➤ Website visitors



We use cookies which collect information about the usage of our website and to help safeguard against fraudulent entries into the Promotion. Any non-essential cookies (such as Google Analytics cookies) will only be set if you provide the relevant consent via the website's cookie control tool.

Where consent is given, the cookies we collect may also include third-party cookies, such as Google Analytics, which enable us to collect information about (i) the times and dates you interacted with the website, (ii) the number of users who have visited the website, (iii) the number of Promotion entries, and (iv) the areas of the website visited. The information that the cookies collect is anonymous. We

use this information to analyse usage of our website by visitors to improve its performance and to inform decisions about content, layout and operation of the website.

We will also collect your IP address to monitor for any fraudulent activity on our website or, excessive promotion entries. In addition, when you submit an entry to the Promotion, your IP address will be collected and stored within the website database for the purposes of administering the Promotion and monitoring for fraudulent or excessive entries.

➤ Promotion entries

If submitting an entry into the Promotion, you will provide us with certain contact details, such as your name, email address and mobile telephone number. We will also collect information relating to the qualifying purchase, including wholesaler details and a copy of the receipt uploaded as proof of purchase. Upon winning a prize you will be asked to provide additional information, such as your residential address.

➤ Guests accompanying winners of an experience prize

Where we require personal data of the guest of a winner in order to complete the booking of a prize, we will provide the winner with contact details to provide to the guest, so that they can contact us directly to provide their personal data and complete the booking.

If you have been nominated as a guest of a winner and contact us to complete a booking, then we will ask you to provide certain information to enable you to accompany a winner in accordance with the Promotion terms and conditions, such as your name, date of birth, and accessibility and dietary requirements (please also see "Sensitive personal data" below). We will collect, hold, and process such data for the purpose of fulfilling the prize and in accordance with this Privacy Notice (to the extent applicable).

➤ Sensitive personal data

Certain prizes (such as experience prizes or, spa breaks etc.) may require us to collect sensitive personal data about winners and their guests. Where we require this information about guests, we will ask you to provide our contact details to guests, so that they can contact us directly to provide this information. The sensitive information we collect may include certain health related information, information about your accessibility and your dietary requirements. We will collect, hold, and process such data for the purpose of fulfilling the prize and in accordance with this Privacy Notice.

➤ Purposes for processing

We along with our service providers will only collect, hold and process personal data to:

- administer the Promotion;
- contact you if you are selected as a winner of a prize;
- arrange the fulfilment of any prize;
- respond to any consumer queries in respect of the Promotion;
- announce you as a winner of the prize, if we receive a request for a list of winners in accordance with our Promotion terms and conditions. We will use your first name and initial, and county of residence (where available) or wholesaler customer group", to announce you as the winner of the prize. However, we will not disclose such personal

data where the winner has objected to such disclosure in accordance with the Promotion terms and conditions;

- process your personal data on the basis that it is necessary to comply with a legal and/or regulatory requirement; and
- to establish, exercise or defend legal claims.

If you are the winner of a prize, we may also ask you to participate in non-paid publicity and advertising for the purpose of promoting the Promotion, our brands and our business activities. This may include using your name, voice and image. If you do not wish to participate, please contact our Data Privacy Officer (details above).



HOW IS PROCESSING YOUR PERSONAL DATA LAWFUL?

We will use your personal data for the purposes and legal bases set below:

- We are permitted to process your personal data on the basis that it is necessary for our performance of the contract you have agreed to enter with us (i.e. for us to perform our obligations under the Promotion terms and conditions). If you do not provide your information to us, you will not be able to participate in the Promotion.
- We are also allowed to process your personal data on the basis that it is in our legitimate interests to:
 - announce you as winner or for the purposes of publicity (unless you have contacted us to object to such use or disclosure of your personal data);
 - fulfil the prize;
 - send you any material you have requested, using the data you have provided;
 - to respond to enquiries, complaints and/or requests by you in relation to the Promotion;
 - to share with and/or receive your personal data from our third party partners; and
 - if you are a winner, to use your personal data for advertisement and promotional purposes in relation to the Promotion (unless you have contacted us to object to such use or disclosure of your personal data).

Please be aware that you have the right to object to the processing of your data for any of the legitimate interests identified.

- In addition, we are permitted to process your personal data on the basis that it is necessary to comply with a legal and/or regulatory requirement. This includes:
 - making your first name and initial, and country of residence (where available), available to people requesting that information in accordance with the Promotion terms and conditions (unless you have contacted us to object to such use or disclosure of your personal data); and
 - providing the relevant information and the winning entries to the Advertising Standards Authority, the UK's regulator of advertising, if required to do so.



WHO DO WE SHARE YOUR PERSONAL DATA WITH?

We use external providers that process your personal data for this Promotion as part of the services (such as hosting, security, and promotional administration and/or fulfilment of the prizes) which they offer to us. We take steps to ensure that our service providers process your data in accordance with

the Data Protection Law and only use it in accordance with our contract with them. For this Promotion, recipients of personal data may include Wasserman Cricket Limited and Altavia UK, who support prize fulfilment and event arrangements.

We may also disclose your data to any advisors we may appoint and to regulatory or other authorities to comply with any applicable legal obligations.

We do not transfer your personal data outside the UK.

HOW WE KEEP YOUR DATA SECURE

We strive to implement appropriate technical and organisational measures in order to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data. We follow recognised industry practices for protecting our IT environment and physical facilities.

WHEN WILL WE DELETE YOUR DATA?



If you enter our Promotion your data will be held for a period of 6 months after the relevant prize draw closing date.

If you raise a query or complaint with us, your data will be held for a period of up to 6 years from date of last contact.

YOUR RIGHTS

You have the following legal rights:



- the right of access to personal data relating to you
- the right to correct any mistakes in your information
- the right to ask us to stop contacting you with direct marketing
- the right to prevent your personal data being processed in some circumstances
- the right to object to processing of your data where processed on the grounds of legitimate interests
- the right to erasure in some circumstances

If you would like to exercise your rights, please contact us at the details set out above.

We will acknowledge any request that you make within one month of receiving your request, unless the request is particularly complex, in which case we will respond within three months.

Please note that exceptions apply to some of these rights which we will apply in accordance with

the law.

COMPLAINTS

If you do not think that we have processed your data in accordance with this Privacy Notice, you should let us know as soon as possible.

You have the right to make a complaint at any time to the applicable data protection authority for data protection issues. We would, however, appreciate the chance to deal with your concerns before you approach the regulator so please contact us in the first instance. The regulator in the UK is the Information Commissioner's Office (ICO) - (<https://ico.org.uk/make-a-complaint/>).