

PRIVACY POLICY OF BUYABEAM LIMITED

DATED: 08.11.2022

Welcome to the privacy policy of BuyABeam Limited (company number 12158075) of Unit 3a Lucas Green, West End, Woking, Surrey, United Kingdom, GU24 9YB (collectively referred to as “we”, “us” and “our” in this privacy policy).

We respect your privacy and are committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website available at www.buyabeam.com (the “Site”) and use our mobile application, called BuyABeam, available via our Site and distributed via the Apple App Store and Google Play (the “App”), regardless of where you visit and use them from, and tell you about your privacy rights and how the law protects you.

If you have downloaded or streamed a copy of our App, before installation you will be invited to consenting to us processing your personal data through your use of our App in accordance with this privacy policy, you will also be asked to consent to the processing of Location Data so that location-enabled services can be activated. You can withdraw your Consent in these respects at any time by contacting us. We may also at times process Location Data when you are using our Site if you have given Google Chrome permission to share your location. You should be able to withdraw your Consent in this respect at any time via Google.

This privacy policy is provided in a layered format so you can click through to the specific areas set out below. Alternatively, you can download a pdf version of the policy here: [PDF version of policy](#). Please also use the Glossary to understand the meaning of some of the terms used in this privacy policy.

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1. IMPORTANT INFORMATION AND WHO WE ARE

PURPOSE OF THIS PRIVACY POLICY

This privacy policy aims to give you information on how we collect and process your personal data through your use of our Site and our App, including any data you may provide through our Site or App when you sign up to our newsletter.

Our Site and App are not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

CONTROLLER

We are the controller and responsible for your personal data we collect through your use of our Site and App.

We have appointed a data protection officer (DPO) who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise [Your legal rights](#), please contact the DPO using the details set out below.

CONTACT DETAILS

If you have any questions about this privacy policy or our privacy practices, please contact our DPO in the following ways:

Full name of legal entity: BuyABeam Limited

Name of DPO: Thomas Baker

Email address: enquiries@buyabeam.com

Postal address: Unit 3a Lucas Green, West End, Woking, Surrey, United Kingdom, GU24 9YB

Telephone number: 0330 320 0650

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

CHANGES TO THE PRIVACY POLICY AND YOUR DUTY TO INFORM US OF CHANGES

We keep our privacy policy under regular review. This version was last updated on 31 October 2022. If you are using our App, we will notify you of any material changes by sending you an SMS or an email or notifying you when you next start the App. If you are using our Site, please check our privacy policy every time you wish to use our Site to ensure you understand the terms that apply at that time. Historic versions can be obtained by contacting us.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

THIRD-PARTY LINKS

Our Site and App may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites, plug-ins or applications and are not responsible for their privacy statements. When you leave our Site or App, we encourage you to read the privacy policy of every website, plug-in and application you visit.

2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data includes name, username or similar identifier;
- Contact Data includes postal address, email address and telephone number;
- Financial Data includes bank account and payment card details;
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased via our Site or App;
- Technical Data includes internet protocol (IP) address, your login data, device type, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our Site and App;
- Profile Data includes your username and password, purchases or orders received or made by you, feedback and survey responses;
- Usage Data includes information about how you use our Site and App;
- Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences; and
- Location Data includes your current location disclosed by GPS technology.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific feature on our Site or App. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union

membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract.

3. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

- Direct interactions. You may give us your Identity, Contact, Financial and Marketing and Communications Data by filling in forms or by corresponding with us by post, phone, email, via our Site and App or otherwise. This includes personal data you provide when you:
 - create an account on and use our Site or App;
 - purchase or sell products via our App or Site;
 - request marketing to be sent to you;
 - enter a promotion or survey; or
 - give us feedback, leave a review or contact us.
- Automated technologies or interactions. As you interact with our Site and App, we will automatically collect Technical Data about your equipment, browsing actions and patterns as well as Usage Data. We collect this personal data by using cookies. Please see our cookie policy available at <https://buyabeam.com/cookie-policy/> for further details.
- Third parties or publicly available sources. We may receive personal data about you from the following third parties and public sources:
 - Technical Data from analytics providers, such as Google;
 - Financial and Transaction Data from providers of payment services, such as GoCardless.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to do so. Most commonly, we will use your personal data in the following circumstances:

- Where you have consented before the processing;
- Where we need to perform a contract we are about to enter or have entered with you;
- Where it is necessary for our Legitimate Interests (or those of a third party) and your interests and fundamental rights do not override those interests; and
- Where we need to Comply with a Legal Obligation.

Click [here](#) to find out more about the types of Lawful Basis that we will rely on to process your personal data.

PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our Legitimate Interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer or supplier	(a) Identity (b) Contact	(a) Consent (b) Performance of a Contract
To enable you to use our Site or App, to manage our charges and collect money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications (f) Location	(a) Consent (b) Performance of a Contract (c) Necessary for our Legitimate Interests (to study how customers use our Site or App, to develop them, to grow our business and to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to give us feedback, leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Consent (b) Performance of a Contract (c) Necessary to Comply with a Legal Obligation (d) Necessary for our Legitimate Interests (to keep our records updated and to study how customers use our Site or App)
To enable you to partake in a promotion or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage	(a) Consent (b) Performance of a Contract (c) Necessary for our Legitimate Interests (to study how customers use

	(e) Marketing and Communications	our Site or App, to develop them and to grow our business)
To administer and protect our business and our Site and App (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our Legitimate Interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to Comply with a Legal Obligation
To use data analytics to improve our Site and App, marketing, customer relationships and experiences	(a) Technical (b) Usage	(a) Consent (b) Necessary for our Legitimate Interests (to define types of customers or suppliers for our Site or App, to keep our Site and App updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications (g) Location	a) Consent (b) Necessary for our Legitimate Interests (to develop our Site or App and to grow our business)

MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We have established the following personal data control mechanisms:

PROMOTIONAL OFFERS FROM US

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or purchased or sold goods via our Site or App and you have consented to receiving that marketing.

THIRD-PARTY MARKETING

We will get your Consent before we share your personal data with any third party for marketing purposes.

OPTING OUT

You can ask us or third parties to stop sending you marketing messages at any time by logging into the Site or App and checking or unchecking relevant boxes to adjust your marketing preferences, by following the opt-out links on any marketing message sent to you or by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product or service purchase, sale, experience or other transaction.

COOKIES

We use cookies to distinguish you from other users of the Site and App. This helps us to provide you with a good experience when you use the Site or App and also allows us to improve the Site and App. For more information about the cookies we use and how you can exercise your choices regarding our use of your cookies, please see our cookie policy available at <https://buyabeam.com/cookie-policy/>.

CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. DISCLOSURES OF YOUR PERSONAL DATA

We may share your personal data with the parties set out below for the purposes set out in [the table above](#):

- External Third Parties as set out in the Glossary; and
- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens

to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. INTERNATIONAL TRANSFERS

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data.
- Where we use certain service providers, we may use specific contracts approved for use in the UK which give personal data the same protection it has in the UK.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK.

7. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Where we have given you (or where you have chosen) a user identification code, password or any other piece of information that enables you to access certain parts of our Site or App, you are responsible for keeping such information confidential. You must not disclose it to any third party.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. DATA RETENTION

HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We will not normally retain your personal data for longer than twelve months from deletion of your account, save that we may retain your personal data for a longer period:

- Where for legal, accounting and tax purposes we have to keep certain information about you, including Contact, Identity, Financial or Transaction Data, which we may have to retain for up to seven years after deletion of your account; and

- In the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances you can ask us to delete your data: please see [Your legal rights](#) below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

In the event that you do not use our Site or App for a period of twelve months then we may treat the account as expired and your personal data may be deleted.

9. YOUR LEGAL RIGHTS

Under certain circumstances, you have the following rights under data protection laws in relation to your personal data:

- Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a Legitimate Interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- if you want us to establish the data's accuracy;
 - where our use of the data is unlawful but you do not want us to erase it;
 - where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or
 - you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided Consent for us to use or where we used the information to perform a contract with you.
 - Withdraw Consent at any time where we are relying on Consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your Consent. If you withdraw your Consent, we may not be able to provide certain services or products to you. We will advise you if this is the case at the time you withdraw your Consent.

If you wish to exercise any of the rights set out above, please contact our DPO.

NO FEE USUALLY REQUIRED

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

WHAT WE MAY NEED FROM YOU

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

TIME LIMIT TO RESPOND

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. GLOSSARY

LAWFUL BASIS

Consent means processing your personal data where you have signified your agreement by a statement or clear opt-in to processing for a specific purpose. Consent will only be valid if it is a freely given, specific, informed and unambiguous indication of what you want. You can withdraw your consent at any time by contacting us.

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service or product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your Consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Performance of a Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a Legal Obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

THIRD PARTIES

EXTERNAL THIRD PARTIES

- Persons or entities acting as joint controllers or processors from whom you have received or with whom you have placed orders for products via our Site or App; and
- Service providers acting as processors who provide IT services (such as website hosting and data storage) as well as payment and system administration services.