

- **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;
- **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, or where you have successfully exercised your right to object to processing (see box above);
- **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: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) 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 (d) 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; and
- **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 to you. We will advise you if this is the case at the time you withdraw your consent.

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority 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 using the details at the start of this notice.

This version was last updated in January 2020.

Appendix 1

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest	Retention period
Where we perform the contract we have in place with you for the purchase of products, including managing payments, fees and charges	• Identity • Contact • Financial and Transactional Data	Performance of a contract with you; and To perform our legal obligations	After the duration of your contract with us has expired, our online sales records will be retained by us for 7 years or longer if required by tax or corporate bookkeeping
To manage our relationship with you and	• Identity	Performance of a contract with you; and	Customer services will retain all information for

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest	Retention period
communicate with you, which may include: • responding to any specific requests made by you; • sending you newsletters or alerts that you have asked to receive; • notifying you about changes to our terms or privacy policy	• Contact • Profile • Usage • Marketing and Communications	Necessary for our legitimate interests (for running our business)	1 year from when the compliant/incident is resolved If you no longer wish to receive any e-mails/alerts from us, you can unsubscribe at any time, and we will remove your email address within 30 days of receiving your unsubscribe notification, unless it requires to be retained for other purposes as listed in this privacy notice
To administer and protect our business and our Website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	• Identity • Contact • Technical and Usage	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); and Necessary to comply with a legal obligation	26 months from Website visit
To deter crime and ensure the personal safety and security of visitors and staff through the use of CCTV	• Identity	Necessary for our legitimate interests (to protect the safety and security of visitors and staff and assist in criminal investigations)	Video footage will be retained for a limited time before it is automatically deleted. The retention of CCTV is determined by any specific requirements as specified by the local

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest	Retention period
			licensing authority in the premises licence, as well the need to investigate health and safety incidents or criminal incidents, including in connection with any legal proceedings or requests from law enforcement authorities
To make suggestions and recommendations to you about goods or services that may be of interest to you and to issue tailored marketing content and offers to you	• Contact • Profile • Technical and Usage • Marketing and Communications • Location	Necessary for our legitimate interests (to maintain the relevance of our brand and reputation and to grow our business by issuing tailored offers); and Where required by privacy laws and for any direct marketing, consent	Data will be processed until an opt-out / objection is received or consent is withdrawn as applicable, after which point it will be anonymised save that we will retain details of the opt-out/objection