



Privacy Notice

1.INTRODUCTION

This is where we tell you about the privacy measures we use to protect your or your child's likeness and/or other audio/visual content you submit to us.

It's important that you read this, because this is where we give you information about how we collect and process the data submitted by you through the Boast platform. By ticking the box labelled 'I have read and acknowledged the privacy notice' next to the link that brought you to this page, you accept that you have acknowledged this privacy notice.

This notice aims to give you information on how we collect and process the following categories of personal data relating to you and/or your child or children (as applicable):

- You and/or your child's likeness (as applicable) in any photographs, video footage, audiotapes, digital images, testimonials, interviews, quotes and the like (collectively, the "Materials"), submitted by you through the Boast questionnaire, which will be used in any and all of the Company's non-commercial or commercial media, including but not limited to website entries, printed marketing material, email marketing content, social media content and TV, for the purpose of promoting and advertising the Company (hereinafter, the "Purpose").
- Related contact details (specifically, your name, email address, state/region, children's age range, children's names (the "Related Personal Data").

This privacy notice only relates to how we will process the Materials and the Related Personal Data.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you, for example, if you are using our website, so that you are fully aware of how and why we are using your data. The general GoHenry privacy policy can be found at www.gohenry.com/uk/terms-and-conditions/privacy-policy/. This privacy notice supplements the other notices and is not intended to override them.

2.IMPORTANT INFORMATION AND WHO WE ARE

CONTROLLER:

GoHenry Limited (collectively referred to as "the Company", "we", "us" or "our" in this privacy notice) is the controller of and is responsible for your personal data.

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

CONTACT DETAILS:

- Full name of legal entity: GoHenry Limited
- Name or title of DPO: Chris Field
- Email address: help@gohenry.co.uk
- Postal address: Stirley House, Ampress Lane, Lymington, SO41 8LW, United Kingdom
- Telephone number: 0330 100 7676



You 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.

3.YOUR DUTY TO INFORM US OF CHANGES

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.

4.HOW WE WILL USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. We will use your personal data in the following circumstances:

- On the basis of your consent.
- 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. (For more information on the meaning of legitimate interests, see Paragraph 9 below); or
- Where we need to comply with a legal or regulatory obligation.

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 above.

Purpose of processing your data	Data	Lawful basis for processing including basis of legitimate interest (if applicable)
-Activities for the Purpose. Managing our relationship with you, including:	Materials	-Consent
-Notifying you of changes to our privacy policy. -Storing your contact details so that we can contact you. -Keeping a record of your consent. -Keeping in contact with you for further marketing or advertising proposals.	Materials, Name, Related Personal Data	-Necessary for our legitimate interests ([to maintain a record of your contact details in case we need to contact you regarding the Materials; to keep our records updated OR it is necessary for entering into or performing a contract with the individual).
-Subpoenas, court orders or other legal processes.	Materials, Related Personal Data	-Where we need to comply with a legal or regulatory obligation.



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 have to share your personal data with the parties set out below (as well as their affiliates, directors, subsidiaries, contractors, licensors, officers, agents, and employees) for the purposes set out in the table in paragraph 4 above.

- 3Q Digital Incorporated.
- Journey Further Limited.
- Boast, Inc. (being the company that operates the platform through which you provide the Materials to us).
- Service providers acting as processors based in the US and the UK who provide advertising and marketing services.
- HM Revenue & Customs, regulators and other authorities acting as processors based in the UK who require reporting of processing activities in certain circumstances.
- 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 notice.

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

We share your personal data with our group companies. This will involve transferring your data outside of the UK.

Many of our external third parties are based outside the UK so their processing of your personal data will involve a transfer of data outside the UK.

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

- We may transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission; or.
- Where we use certain service providers, we may use specific contracts approved by the Information Commission which give personal data the same protection it has in the UK. Please contact our Data Protection Officer (whose details are in paragraph 2 above) 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.

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

We will only retain the Materials and Related Personal Data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

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 requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us by contacting us at help@gohenry.co.uk.

9. YOUR LEGAL RIGHTS

You have, in connection with your personal data, under certain circumstances, the right to:

- **Request access to your personal information (commonly known as a "data subject access request").** This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction of the personal information that we hold about you.** This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure of your personal information.** This enables you to ask us to delete or remove personal information 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 information where you have exercised your right to object to processing (see below).
- **Object to processing of your personal information 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.** You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing of your personal information.** This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer of your personal information to another party.**
- **Withdraw consent at any time in relation to our use of the Materials for the Purpose, in relation to which 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. 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 email help@gohenry.co.uk in writing. If we receive notification that you have withdrawn your consent to the use of the Materials for the Purpose, we will no longer process the Materials for the Purpose and, subject to our retention policy, we will dispose of the Materials securely. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

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 may 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 may 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 :

- Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/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 using at help@gohenry.co.uk.
- Performance of 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 or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.