

**GLOBAL PRIVACY POLICY****Last Updated: 22 August 2024**

Welcome to the Brand Addition Global Privacy Policy.

Brand Addition respects your privacy and is committed to protecting your personal data.

This Global Privacy Policy explains how we look after your personal data when you visit our website ([www.brandaddition.com](http://www.brandaddition.com)) ("**Brand Addition Website**"), or otherwise have any interactions with us, and sets out your privacy rights and how the law protects you.

THIS GLOBAL PRIVACY POLICY **DOES NOT** APPLY TO PERSONAL DATA COLLECTED VIA, OR IN CONNECTION WITH ANY WEBSTORES THAT ARE OPERATED BY BRAND ADDITION. PLEASE REFER TO THE PRIVACY POLICY OF THE RELEVANT WEBSTORE(S) FOR INFORMATION ABOUT PERSONAL DATA BRAND ADDITION COLLECTS WHEN YOU VISIT, USE, CREATE AN ACCOUNT ON, OR PLACE ORDERS VIA THOSE WEBSTORES OR OTHERWISE HAVE ANY INTERACTIONS WITH US IN CONNECTION WITH THOSE WEBSTORES.

**1. IMPORTANT INFORMATION AND WHO WE ARE****Purpose of this Global Privacy Policy**

This Global Privacy Policy aims to give you information on how we collect and process your personal data through, or relating to, your use of the Brand Addition Website, including any data you may provide when you do any or all of the following in connection with the Brand Addition Website: contact us; purchase a product; create an account, sign up to receive a newsletter or other marketing communication; participate in a competition or other promotion; or take part in a survey.

The Brand Addition Website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this Global Privacy Policy together with any other Global Privacy Policy or fair processing notice 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 Global Privacy Policy supplements any other privacy notices we may publish and is not intended to override them.

**Controller**

The Brand Addition Website is operated by Brand Addition Limited.

However, Brand Addition is made up of different legal entities, details of which are below:

<b>Company</b>	<b>Country of incorporation</b>	<b>Registered Office Address</b>	<b>Registration Number</b>	<b>Email Address</b>	<b>Phone Number</b>
Brand Addition Limited	England	Broadway, Trafford Wharf Road, Manchester, M17 1DD, UK	02083209	manchester@brandaddition.com  london@brandaddition.com	+44 (0) 845 266 6616  +44 (0) 207 793 2900
Brand Addition Ireland Limited	Ireland	Unit G2 Calmount Business Park, Ballymount, Dublin 12, Ireland	341537	dublin@brandaddition.com	+353 (1) 429 2600

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Brand Addition Shanghai Limited	China	Room 302, Qian Li Center (building T6), Baolong Plaza, No 6 311 Xinlong Road, Qibao Town, Minhang District, Shanghai, China	310000100724694	shanghai@brandaddition.com	+86 21 8012 1158
Brand Addition Asia Limited	Hong Kong	Room 1605/16F, Enterprise Square, Tower 3, 9 Sheung Yuet Road, Kowloon Bay, Kowloon, Hong Kong	0389191	hongkong@brandaddition.com	852 2301 3082
Brand Addition GmbH	Germany	Europastraße 19a, 45888 Gelsenkirchen, Germany	HRB 17465	germany@brandaddition.com	+49 (0) 209 37786300
GatewayCDI, Inc.	Missouri, USA	909 North 20th Street, St Louis, MO, 63106, US	00274890	stlouis@brandaddition.com	+1 314 535 1888

This Global Privacy Policy is issued on behalf of all the above legal entities (collectively "**Brand Addition Group**"), so when we mention "**Brand Addition**", "**we**", "**us**" or "**our**" in this Global Privacy Policy, we are referring to the relevant company in the Brand Addition Group responsible for processing your data.

Since the Brand Addition Website is operated by Brand Addition Limited, Brand Addition Limited will be the Controller of any information we collect about you directly via the Brand Addition Website or that you submit directly via the Brand Addition Website (such as via an online form).

If you contact us via email, the Controller will be the Brand Addition Group company to which the email address relates. For example, if you email [dublin@brandaddition.com](mailto:dublin@brandaddition.com) then your email will be received by Brand Addition Ireland Limited, which will be the Controller of any information we receive via such email.

If it is not clear from the email address which Brand Addition Group company such email address relates to, you should assume that the recipient (and therefore the Controller of any information we receive via such email) will be Brand Addition Limited.

## Contact details

Our Data Protection Officer (DPO) is responsible for overseeing questions in relation to this Global Privacy Policy. If you have any questions about this Global Privacy Policy, including any requests to exercise your legal rights, please contact our DPO at [dataprotection@brandaddition.com](mailto:dataprotection@brandaddition.com).

For general enquiries, you can contact any of the Brand Addition Group companies using the contact details above.

## 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 identifiable information has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data that you give us through the Brand Addition Website or by using our applications, corresponding with us by phone, e-mail or otherwise about you which we have grouped together as follows:

- **Identity Data** includes first name and last name.
- **Contact Data** includes correspondence address, email address and telephone numbers.

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- **Technical Data** includes internet protocol (IP) address, your login data, 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 this website.
- **Usage Data** includes information about how you use the Brand Addition Website and products and services.
- **Financial Data** includes financial and payment information (such as bank details) you provide us in connection with any transaction between us and you.
- **Transaction Data** includes details about orders you place with us and products you purchase from us.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We may also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature in order to analyse general trends in how users are interacting. 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 Global 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.

Please keep us informed if your personal data changes during your relationship with us.

### 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, or a company in the Brand Addition Group, your Identity and Contact by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - request or subscribe to our newsletters or other marketing communications;
  - enter a competition or promotion;
  - respond to a survey; or
  - give us feedback or contact us.
- **Automated technologies or interactions.** As you interact with the Brand Addition Website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see below for further details on cookies.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties as set out below:
  - Technical Data may be collected from the following parties: analytics providers such as Google based outside the UK and/or EU.
  - Identity and Contact Data may be collected from data brokers, data aggregators and search information providers such as ZoomInfo and LinkedIn based inside or outside the UK and/or EU.

### 4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to.

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If you are located in the UK or the EU and/or if the relevant Brand Addition company handling your data is located in the UK or the EU (please refer to section 1 above), then EU GDPR and UK data protection laws require us to have a legal basis for collecting and using your personal data. In such instances, we rely on one or more of the following legal basis:

- **Performance of a contract with you:** Where we need to perform the contract we are about to enter into or have entered into with you, such as a contract to supply you with goods that you have ordered.
- **Legitimate interests:** We may use your personal data where it is necessary to conduct our business and pursue our legitimate interests, for example to prevent fraud and enable us to give you the best and most secure customer experience. We make sure we consider and balance any potential impact on you and your rights (both positive and negative) 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).
- **Legal obligation:** We may use your personal data where it is necessary for compliance with a legal obligation that we are subject to. We will identify the relevant legal obligation when we rely on this legal basis.
- **Consent:** We rely on consent only where we have obtained your active agreement to use your personal data for a specified purpose.

Please see the paragraph and table below for the specific purpose for which we use your 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 handle, respond, and thereafter correspond with you if you contact us.	(a) Identity (b) Contact	Necessary for our legitimate interests (to deal with any correspondence from you)
To process and deliver your orders, including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you, which will include:  a) Notifying you about changes to our terms or Global Privacy Policy.	(a) Identity (b) Contact (c) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated)

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<p>b) Asking you to leave a review, feedback or take a survey.</p> <p>c) Asking you to leave a review, feedback or take a survey</p>		and to study how customers use our products/services)
To enable you to partake in a prize draw or competition or complete a survey	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Usage</p> <p>(d) Marketing and Communications</p>	<p>(a) Performance of a contract with you</p> <p>(b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)</p>
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p>	<p>(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)</p> <p>(b) Necessary to comply with a legal obligation</p>
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Usage</p> <p>(d) Marketing and Communications</p> <p>(e) Technical</p>	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve the Brand Addition Website, products/services, marketing, customer relationships and experiences and to measure the effectiveness of our communications and marketing	<p>(a) Technical</p> <p>(b) Usage</p>	Necessary for our legitimate interests (to define types of customers for our products and services, to keep the Brand Addition Website updated and relevant, to develop our business and to inform our marketing strategy)
To send you electronic marketing communications about us, our goods or our services.	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p> <p>(d) Usage</p> <p>(e) Marketing and Communications</p>	See 'Electronic marketing communications' below

### Electronic marketing communications

The Brand Addition Website is aimed at and is intended to be accessed by, individuals acting in their business capacities and/or for business purposes rather than by consumers (individuals acting in their personal capacities or for their purposes).

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Accordingly, the law of certain countries (such as UK law) may allow us to send you electronic marketing communications where necessary for our legitimate interests (to carry out electronic marketing communications, develop our products/services and grow our business). In such circumstances, we may rely on this as the legal basis upon which to send you electronic marketing communications.

If you are acting as a business representative, and the law does not allow us to rely on our legitimate interests to send you electronic marketing communications, then we will always obtain your consent to do so.

### **Third-party marketing**

We will get your express consent before we share your personal data with any company outside the Brand Addition Group of companies for their own marketing purposes.

### **Opting out**

You can ask us or third parties to stop sending you marketing communications at any time by contacting us or by following the opt-out links within any marketing communication sent to you.

If you opt out of receiving marketing communications, you will still receive service-related communications that are essential for administrative or customer service purposes (for example relating to order confirmations for a product/service warranty registration, appointment reminders, updates to our Terms and Conditions, checking that your contact details are correct).

## **5. COOKIES**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

### **About cookies**

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies. Cookies can be used by web servers to identify and track users as they navigate different pages on a website and identify users returning to a website.

### **Our cookies**

We use both session and persistent cookies on the Brand Addition Website. The names of the cookies that we use on the Brand Addition Website, and the purposes for which they are used, are set out below. We use cookies on the Brand Addition Website to recognise a computer when a user visits the website / track users as they navigate the website / improve the website's usability / analyse the use of the website / administer the website / prevent fraud and improve the security of the website / personalise the website for each user / target advertisements which may be of particular interest to specific users.

### **Analytics cookies:**

We use Google Analytics to analyse the use of the Brand Addition Website. Our analytics service provider generates statistical and other information about website use by means of cookies. The analytics cookies used by the Brand Addition Website have the following names: \_utma, \_utmb, \_utmc

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and \_utmz. The information generated relating to the Brand Addition Website is used to create reports about the use of the Brand Addition Website. Our analytics service provider's Global Privacy Policy is available at: <http://www.google.com/policies/privacy/>.

## Third party cookies:

The Brand Addition Website also uses third party cookies. We publish Google AdSense interest-based advertisements on the Brand Addition Website. These are tailored by Google to reflect your interests. To determine your interests, Google will track your behaviour on the Brand Addition Website and on other websites across the web using the DoubleClick cookie. We publish Google AdSense advertisements on the Brand Addition Website. To determine your interests, Google will track your behaviour on the Brand Addition Website and on other websites across the web using the DoubleClick cookie. This behaviour tracking allows Google to tailor the advertisements you see on other websites to reflect your interests (we do not publish interest-based advertisements on this website). You can view, delete or add interest categories associated with your browser by visiting: <http://www.google.com/settings/ads/>. You can also opt out of the AdSense partner network cookie using those settings or using the NAI's (Network Advertising Initiative's) multi-cookie opt-out mechanism at: <http://www.networkadvertising.org/choices/>. However, these opt-out mechanisms themselves use cookies, and if you clear the cookies from your browser your opt-out will not be maintained. To ensure that an opt-out is maintained in respect of a particular browser, you may wish to consider using the Google browser plug-in available at: <https://www.google.com/settings/ads/plugin>.

## Blocking cookies:

Most browsers allow you to refuse to accept cookies; for example:

- in Internet Explorer (version 10) you can block cookies using the cookie handling override settings available by clicking "Tools", "Internet Options", "Privacy" and then "Advanced";
- in Firefox (version 24) you can block all cookies by clicking "Tools", "Options", "Privacy", selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and
- in Chrome (version 29), you can block all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Content settings", and then selecting "Block sites from setting any data" under the "Cookies" heading. Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on the Brand Addition Website

## Deleting cookies:

You can delete cookies already stored on your computer; for example:

- in Internet Explorer (version 10), you must manually delete cookie files (you can find instructions for doing so at <http://support.microsoft.com/kb/278835>);
- in Firefox (version 24), you can delete cookies by clicking "Tools", "Options" and "Privacy", then selecting "Use custom settings for history", clicking "Show Cookies", and then clicking "Remove All Cookies"; and
- in Chrome (version 29), you can delete all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Clear browsing data", and then selecting "Delete cookies and other site and plug-in data" before clicking "Clear browsing data". Deleting cookies will have a negative impact on the usability of many websites.

## 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

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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.

### **6. DISCLOSURES OF YOUR PERSONAL DATA**

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- Internal third parties such as our employees or officers and legal entities within the Brand Addition Group of companies.
- External third parties we use to perform functions on our behalf, including:
  - Providers of data hosting services (such as Squarespace) that we use to host the Brand Addition Website.
  - Marketing management systems providers (such as Spotler (formerly CommuniGator) to manage your marketing preferences and to send and manage our marketing communications.
  - Survey management system providers (such as Qualtrics) to send and manage our surveys about our business, products, services and websites.
- 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 Global 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 third parties 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.

### **7. INTERNATIONAL TRANSFERS**

We may need to share your personal data within the Brand Addition Group in certain circumstances, including:

- Where stocks of products you have ordered are held by one of Brand Addition Group companies, and we ask them to ship the product to you.
- To ensure that any communications or complaints are handled and recorded appropriately.

This may involve transferring your data:

- from UK to our overseas offices in the EEA, USA, China and Hong Kong.
- from the EEA to our overseas offices in the UK, USA, China and Hong Kong.

We may also need to share your personal data with external third parties we use to perform functions on our behalf in certain circumstances (see section 7 above). This may involve transferring your data from the UK or EEA to overseas (i.e. outside of the UK or EEA, as applicable).

Whenever we transfer your personal data out of the UK or EEA to countries which have laws that do not provide the same level of data protection as the UK or EEA law (as applicable), we always ensure that a similar degree of protection is afforded to it by either:

- a) ensuring that the countries that have been deemed by the UK and/or EEA (as applicable) to provide an adequate level of protection for personal data; or

- b) using specific standard contractual terms approved for use in the UK or EEA (as applicable) which give the transferred personal data the same protection as it has in the UK or EEA (as applicable), namely the International Data Transfer Agreement (UK), the International Data Transfer Addendum to the European Commission's standard contractual clauses for international data transfers (UK) or the European Commission's standard contractual clauses for international data transfers (EEA).

## 8. 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.

## 9. DATA RETENTION

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 may retain your personal data for a longer period 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.

If you have registered to receive marketing communications from us, then we will keep your personal data for up to 7 years, at which time we will seek to obtain consent from you to continue storing your data and contacting you.

By law, we may have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

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.

## 10. YOUR LEGAL RIGHTS

You have a number of rights under data protection laws in relation to your personal data.

You have the right to:

- Request access to your personal data (commonly known as a "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 in certain circumstances. 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

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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) as the legal basis for that particular use of your data (including carrying out profiling based on our legitimate interests). In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your right to object.
- You also have the absolute right to object any time to the processing of your personal data for electronic marketing communications purposes (see section 4 for details of how to object to receiving electronic marketing communications).
- 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 (see the table in section 4 for details of when we rely on your consent as the legal basis for using your 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 products or services to you. We will advise you if this is the case at the time you withdraw your consent.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in one of 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.

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

### **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.

## **11. COMPLAINTS**

You have the right to make a complaint at any time to a relevant data protection regulator. For example, the Information Commissioner's Office (ICO) is the UK regulator for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). Our ICO registration number is Z1651212.

We would, however, appreciate the chance to deal with your concerns before you approach such regulator so please contact us at [dataprotection@brandaddition.com](mailto:dataprotection@brandaddition.com) in the first instance.

## **13. CHANGES TO THIS GLOBAL PRIVACY POLICY AND YOUR DUTY TO INFORM US OF CHANGES**

We keep our Global Privacy Policy under regular review. This version was last updated on the date specified at the top of this policy. 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, for example a new address or email address.

## **14. THIRD-PARTY LINKS**

This website 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 and are not responsible for their privacy statements. When you leave the Brand Addition Website, we encourage you to read the Global Privacy Policy of every website you visit.