

MAYTUM & CLARK PRIVACY POLICY

The services provided by Maytum & Clark Lifestyle Limited (**Services**) and www.maytumandclarklifestyle.com (the **Website**) are provided by Maytum & Clark Lifestyle Limited (**Maytum & Clark, we, our or us**). We are registered in England and Wales. Our company registration number is 12096821 and our registered office is 9 Eccleston Square, London, SW1V 1NP.

We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at georgie@maytumandclarklifestyle.com or polly@maytumandclarklifestyle.com.

When you use the Services or Website you trust us with your personal information. We take your privacy very seriously. We seek to explain to you in the clearest way possible what information we collect, how we use it and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important. If there are any terms in this privacy policy that you do not agree with, please discontinue use of the Services or Website.

WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: We collect personal information that you provide to us such as name, address, contact information, DOB, payment information, and social media login data.

We collect personal information that you voluntarily provide to us when you are looking to purchase the Services from us or interacting with the Website, or otherwise contacting us. The personal information that we collect depends on the context of your interactions, the choices you make and the products and features you use, and can include the following:

- Name and Contact Data. We may collect your first and last name, email address, postal address, phone number, and other similar contact data.
- Travel Data. We may collect passport details and related details to be able to facilitate any Services relating to travel.
- Clothes sizes. We may collect information about your clothes sizes if you are ordering any Services relating to shopping.
- Medical Information. We may collect information relating to any disability or medical condition which may affect travel informations and dietary restrictions which may disclose your religious beliefs.
- Payment Data. We may collect data necessary to process any payments connected with the Services (such as a credit card number). All payment data will be stored by Barclays Bank PLC and you should review its privacy policies and contact the payment processor directly if you have a question relating to processing of payment data.

Information automatically collected

In Short: Some information – such as IP address and/or browser and device characteristics – is collected automatically when you visit the Website.

We automatically collect certain information when you visit, use or navigate Website. This information does not reveal your specific identity (like your name or contact information) but

may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use the Website and other technical information. This information is primarily needed to maintain the security and operation of the Website, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies. You can find out more about this in our [Cookies Policy](#).

Information collected from other Sources

In Short: We may collect limited data from public databases, marketing partners, social media platforms, and other outside sources.

We may obtain information about you from other sources, such as public databases, joint marketing partners, social media platforms (such as Facebook), as well as from other third parties. Examples of the information we receive from other sources include: social media profile information (your name, due date, gender, birthday, email, current city, state and country, user identification numbers for your contacts, profile picture URL and any other information that you choose to make public); marketing leads and search results and links, including paid listings (such as sponsored links).

HOW DO WE USE YOUR INFORMATION?

In Short: We process your information for purposes based on legitimate business interests, the fulfilment of our contract with you in respect of the Services, compliance with our legal obligations, and/or your consent.

We use personal information collected via the Services and Website for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests (**Business Purposes**), in order to enter into or perform a contract with you (**Contractual**), with your consent (**Consent**), and/or for compliance with our legal obligations (**Legal Obligations**). We indicate the specific processing grounds we rely on next to each purpose listed below. We use the information we collect or receive.

- To facilitate account creation and provide you with the Services or respond in relation to a request for Services
- To send you marketing and promotional communications with your Consent. We may use the personal information you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time (see **Your Privacy Rights** below).
- To send administrative information to you for Business Purposes, Legal Obligations and/or possibly Contractual. We may use your personal information to send you product, service and new feature information and/or information about changes to our terms, conditions, and policies.
- To post testimonials with your Consent. We may post testimonials on the Website our written consent to use your name and testimonial. If you wish to update, or delete your testimonial, please contact us.

- Deliver targeted advertising to you for our Business Purposes and/or with your Consent. We may use your information to develop and display content and advertising (and work with third parties who do so) tailored to your interests and/or location and to measure its effectiveness. For more information, see our [Cookies Policy](#).
- Administer prize draws and competitions for our Business Purposes and/or with your Consent. We may use your information to administer prize draws and competitions when you elect to participate in competitions.
- Request Feedback for our Business Purposes and/or with your Consent. We may use your information to request feedback and to contact you about your use of our the Services and Website.
- To protect Maytum & Clark for Business Purposes and/or Legal Obligations. We may use your information as part of our efforts to keep us safe and secure (for example, for fraud monitoring and prevention).
- To enforce our terms, conditions and policies for Business Purposes, Legal Obligations and/or possibly Contractual.
- To respond to legal requests and prevent harm for Legal Obligations. If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.
- For other Business Purposes. We may use your information for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Services, the Website, marketing and your experience.

WILL YOUR INFORMATION BE SHARED WITH ANYONE?

In Short: We only share information to provide you with the Services, comply with laws, to protect your rights, fulfil our business obligations to you or with your consent.

We only share and disclose your information in the following situations:

- Third-Party Providers. We will share your data with our third party providers who perform the Services and require access to such information to provide the Services. Unless described in this Policy, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes.
- Compliance with Laws. We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- Vital Interests and Legal Rights. We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Third-Party Advertisers.** We may use third-party advertising companies to serve ads when you visit the Website. These companies may use information about your visits to the Website and other websites that are contained in web cookies and other tracking technologies in order to provide advertisements about goods and services of interest to you. See our [Cookies Policy](#) for further information
- **Business Partners.** Provided you have given us Consent to do so we may share your information with our business partners to offer you certain products, services or promotions.
- **With your Consent.** We may disclose your personal information for any other purpose with your consent.

IS YOUR INFORMATION TRANSFERRED INTERNATIONALLY?

In Short: We may transfer, store, and process your information in countries other than your own but will take all reasonable steps to ensure it is protected.

If you are a resident in the European Economic Area (**EEA**), then these countries may not have data protection or other laws as comprehensive as those in your country. We will take all reasonable measures that we can to protect your personal information in accordance with this privacy policy and applicable law.

To the extent that any personal information is provided to third parties outside the EEA, or who will access the information from outside the EEA, we will ensure that approved safeguards are in place, such as the approved standard EU model contract clauses or the EU/US Privacy Shield.

WHAT IS OUR STANCE ON THIRD-PARTY WEBSITES?

In Short: We are not responsible for the safety of any information that you share with third-party providers.

The Website may feature links to third party websites or contain advertisements from third parties that are not affiliated with us and which may link to other websites, online services or mobile applications. We cannot guarantee the safety and privacy of data you provide to any third parties. Any data collected by third parties is not covered by this privacy policy. We are not responsible for the content or privacy and security practices and policies of any third parties, including other websites, services or applications that may be linked to or from Website. You should review the policies of such third parties and contact them directly to respond to your questions.

HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep your information for as long as necessary to fulfil the purposes outlined in this privacy policy unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: We aim to protect your personal information through a system of organizational and technical security measures.

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, transmission of personal information to and from the Website is at your own risk. You should only access our services within a secure environment.

WHAT ARE YOUR PRIVACY RIGHTS?

In Short: In some regions, such as the EEA you have rights that allow you greater access to and control over your personal information. You may review, change, or terminate your account at any time.

In some regions (like the EEA), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please contact us at georgie@maytumandclarklifestyle.com or polly@maytumandclarklifestyle.com. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of the processing before its withdrawal.

If you are resident in the EEA and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory authority. You can find their contact details here: http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.html

Account Information

You may at any time review or change the information in your account or terminate your account by:

- Logging into your account settings and updating your account
- Contacting us using the contact information provided below

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Service and/or comply with legal requirements.

Cookies and similar technologies: Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of the Website. To opt-out of interest-based advertising by advertisers on the Website visit <http://www.aboutads.info/choices/>. For further information, please see our [Cookies Policy](#).

Opting out of email marketing: You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us at [insert]. You will then be removed from the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account. You can also opt-out by:

- Noting your preferences at the time you register your account with us.
- Logging into your account settings and updating your preferences.
- Contacting us using the contact information provided below
- Updating your preferences by clicking the links in any marketing emails or newsletter you receive from us

DO WE MAKE UPDATES TO THIS POLICY?

In Short: Yes, we will update this policy as necessary to stay compliant with relevant laws, if the update is going to have a material impact on you we will tell you.

We may update this privacy policy from time to time. The updated version will be indicated by the “Updated” date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy policy frequently to be informed of how we are protecting your information.

HOW CAN YOU CONTACT US ABOUT THIS POLICY?

If you have questions or comments about this policy, email us at georgie@maytumandclarklifestyle.com or polly@maytumandclarklifestyle.com.