
PRIVACY POLICY

BACKGROUND:

We understand that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits our websites, which come under the domain URL's of beyondbrand.eu, beyondbrand.org and theexperiencemap.com. These will be referred to as ("our sites") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our sites. If you do not accept and agree with this Privacy Policy, you must stop using our sites immediately.

1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

| | |
|------------------------|--|
| "Account" | means an account required to access and/or use certain areas and features of our sites. |
| "Cookie" | means a small text file placed on your computer or device by our sites when you visit certain parts of our sites and/or when you use certain features of our sites. Details of the Cookies used by our sites are set out in section 13, below; |
| "Cookie Law" | means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003; |
| "personal data" | means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to me via our sites. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998 OR EU Regulation 2016/679 – the General Data Protection Regulation ("GDPR"); |
| "We/Us/Our" | means The Beyond Brand Group Ltd, a limited company registered in England under company number 10126031, whose registered address is 8 Alderminster Grove, Hatton Park, Warwick, CV357TB, United Kingdom. |

2. Information About Us

- 2.1 Our sites are owned and operated by The Beyond Brand Group Ltd, a limited company registered in England under company number 10126031, whose registered address is 8 Alderminster Grove, Hatton Park, Warwick, CV357TB, United Kingdom.

- 2.2 Our VAT number is 239 4500 08.
- 2.3 Our Data Protection Officer is Craig McVoy, and can be contacted by email at info@beyondbrand.eu, by telephone on 0333 221422, or by post at 8 Alderminster Grove, Hatton Park, Warwick, CV357TB, United Kingdom.

3. **What Does This Policy Cover?**

This Privacy Policy applies only to your use of our sites. Our sites may contain links to other websites. Please note that I have no control over how your data is collected, stored, or used by other websites and I advise you to check the privacy policies of any such websites before providing any data to them.

4. **Your Rights**

- 4.1 As a data subject, you have the following rights under the GDPR, which this Policy and my use of personal data have been designed to uphold:
 - 4.1.1 The right to be informed about our collection and use of your personal data;
 - 4.1.2 The right of access to the personal data we hold about you (see section 12);
 - 4.1.3 The right to rectification if any personal data we hold about you is inaccurate or incomplete (please contact us using the details in section 14);
 - 4.1.4 The right to be forgotten – i.e. the right to ask us to delete any personal data we hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like us to delete it sooner, please contact us using the details in section 14);
 - 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
 - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
 - 4.1.7 The right to object to us using your personal data for particular purposes; and
 - 4.1.8 Rights with respect to automated decision making and profiling.
- 4.2 If you have any cause for complaint about our use of your personal data, please contact us using the details provided in section 14 and we will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.
- 4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

5. **What Data Do I Collect?**

Depending upon your use of our Sites, we may collect some or all of the following personal and non-personal data (please also see section 13 on my use of Cookies and similar technologies)

- 5.1 name;
- 5.2 contact information such as email addresses and telephone numbers;
- 5.3 demographic information such as post code, preferences, and interests;
- 5.4 financial information such as credit / debit card numbers (NB we do not collect this information directly, but if you make a purchase it will be collected by our payment providers – Stripe and Paypal;
- 5.5 IP address;
- 5.6 web browser type and version;
- 5.7 operating system;
- 5.8 a list of URLs starting with a referring site, your activity on our Sites, and the site you exit to;

6. **How Do we Use Your Data?**

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with my obligations and safeguard your rights under the GDPR at all times. For more details on security see section 7, below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data (e.g. by subscribing to emails), or because it is in our legitimate interests. Specifically, we may use your data for the following purposes:
 - 6.2.1 Providing and managing your Account;
 - 6.2.2 Providing and managing your access to our sites more generally;
 - 6.2.3 Personalising and tailoring your experience on our sites;
 - 6.2.4 Supplying my products and services to you (please note that we require your personal data in order to enter into a contract with you);
 - 6.2.5 Personalising and tailoring our products and services for you;
 - 6.2.6 Replying to emails from you;
 - 6.2.7 Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by clicking the unsubscribe link at the bottom of each and every email we send
 - 6.2.8 Market research to understand the views and preferences of our website visitors and email subscribers;
 - 6.2.9 Analysing your use of our sites and gathering feedback to enable me to continually improve our sites and your user experience;

- 6.3 With your permission and/or where permitted by law, we may also use your data for marketing purposes, which may include contacting you by email, text message, Facebook messenger (or other online messaging services) or post with information, news and offers on my products or services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that we fully protect your rights and comply with my obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.4 You have the right to withdraw your consent to us using your personal data at any time, and to request that we delete it.
- 6.5 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or its retention will be determined on the following bases):
 - 6.5.1 Your name and email address that you use to subscribe to our regular emails and any preferences you supply and related information on links clicked and pages visited will be retained as long as you remain an email subscriber. If you unsubscribe from our emails your details will be deleted within 3 months as part of regular housekeeping (with the exception noted below);
 - 6.5.2 Your details as above plus any purchase information about products you have bought from us will be retained as long as you have access to those products and our sites. If you cancel or return products (and do not have access to any other products) your details will be deleted as above within 3 months as part of regular housekeeping, with the exception of any information needed to comply with legal requirements (e.g. tax purposes).

7. How and Where Do We Store Your Data?

- 7.1 We only keep your personal data for as long as we need to in order to use it as described above in section 6, and/or for as long as we have your permission to keep it.
- 7.2 Some or all of your data may be stored outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). You are deemed to accept and agree to this by using our sites and submitting information to us. If we do store data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR.
- 7.3 Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure data collected through our sites.

8. Do We Share Your Data?

- 8.1 Subject to sections 8.2-8.5, we will not share any of your data with any third parties for any purposes.

- 8.2 We may sometimes contract with third parties to supply products and services to you on my behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.
- 8.3 We may compile statistics about the use of our sites including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.
- 8.4 We may sometimes use third party data processors that are located outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Where we transfer any personal data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR including:
- 8.4.1 Active Campaign: Active Campaign stores your name, email address and other preference related data for email marketing and to control access to our sites by recording which of my products you have purchased. Active Campaign stores your data in the US and are certified under the EU-U.S. and Swiss-U.S. Privacy Shield Framework.
- 8.4.2 Stripe: for processing credit card transactions. Stripe transactions are processed by Stripe Ireland which is EU based. Some data is transferred and processed by Stripe in the US and this data is protected by the EU-U.S. and Swiss-U.S. Privacy Shield Framework (details here: <https://stripe.com/privacy-shield-policy>).
- 8.4.3 Paypal: for processing Paypal payments. Paypal’s privacy policy is detailed here (<https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>) where they commit to the protection of your data.
- 8.4.4 Thrivecart: Thrivecart is the shopping cart we use. It stores your name, email address and details of what you have purchased. For some products it also stores your mailing address. It does not store your financial information – that is handled by Stripe/Paypal. Thrivecart have not yet provided GDPR compliance information.
- 8.4.5 Calendly: Calendly is the diary booking system we use. It stores your name and any contact details you supply to us in order to book a contact
- 8.5 In certain circumstances, we may be legally required to share certain data held by us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal requirements, a court order, or a governmental authority.

9. **What Happens If Our Business Changes Hands?**

- 9.1 We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Any personal data that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by us.
- 9.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

10. **How Can You Control Your Data?**

- 10.1 In addition to your rights under the GDPR, set out in section 4, you submit personal data via our sites, you may be given options to restrict my use of your data. In particular, we aim to give you strong controls on my use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from us which you may do by unsubscribing using the links provided in our emails and at the point of providing your details if you purchase our digital products).
- 10.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

11. **Your Right to Withhold Information**

- 11.1 You may access certain areas of our sites without providing any data at all. However, to use all features and functions available on our sites, you may be required to submit or allow for the collection of certain data. In particular, to access the private section of the sites which are available to paying customers only, you will need to register and buy one of my products.
- 11.2 You may restrict our use of Cookies. For more information, see section 13.

12. **How Can You Access Your Data?**

You have the right to ask for a copy of any of your personal data held by us (where such data is held). Under the GDPR, no fee is payable, and we will provide any and all information in response to your request free of charge. Please contact us for more details at info@beyondbrand.eu or using the contact details below in section 14.

13. My Use of Cookies

- 13.1 Our sites may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of our sites and to provide and improve our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.
- 13.2 By using our sites you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than us. Third party Cookies are used on our sites for advertising (Google, Facebook and LinkedIn), website analytics (e.g. Google Analytics, Hotjar and similar analytics services which we may choose to use over time). For more details, please refer to section 6, above, and to section 13.6 below. These Cookies are not integral to the functioning of our sites and your use and experience of our sites will not be impaired by refusing consent to them.
- 13.3 All Cookies used by and on our sites are used in accordance with current Cookie Law.
- 13.4 Before Cookies are placed on your computer or device, you will be shown a small information bar at the bottom of the screen requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies. If you do not wish us to place cookies please either stop using the sites, or block cookies using your browser.
- 13.5 The following first party Cookies may be placed on your computer or device:

| Name of Cookie | Purpose | Strictly Necessary |
|---------------------|---|--------------------|
| tl-conv-4 | To enable customers to be placed in the correct contact list in Active Campaign | Yes |
| tl_17427_17427_3 | To enable customers to be placed in the correct contact list in Active Campaign | Yes |
| tl_17428_17428_4 | To enable customers to be placed in the correct contact list in Active Campaign | Yes |
| tl_conversion_17428 | To enable customers to be placed in the correct contact list in Active Campaign | Yes |
| tve_leads_unique | To enable customers to be placed in the correct contact list in Active Campaign | Yes |

and the following third party Cookies may be placed on your computer or device:

| Name of Cookie | Provider | Purpose |
|---------------------------------|------------|--|
| _ga | Google | To collect analytical data which can improve the user experience. |
| beyondbrandgroup.thrivecart.com | Thrivecart | To enable online purchases to be made via Stripe, Paypal or GoCardless |

13.6 Our sites use analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to better understand how our sites are used. This, in turn, enables us to improve our sites and the products and services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of our sites, it does enable us to continually improve our sites, making it a better and more useful experience for you.

13.7 The analytics service used by our sites may use Cookies to gather the required information.

13.8 In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party Cookies. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

13.9 You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access our sites more quickly and efficiently including, but not limited to, login and personalisation settings.

13.10 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

14. Contacting Us

If you have any questions about our sites or this Privacy Policy, please contact us by email at info@beyondbrand.eu, by telephone on 0333 221422, or by post at 8 Alderminster Grove, Hatton Park, Warwick, CV357TB, United Kingdom. Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you (as under section 12, above).

15. Changes to Our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on our sites and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our sites

following the alterations. We recommend that you check this page regularly to keep up-to-date.