

Privacy Notice

This Privacy Notice explains how your personal data may be collected and processed in connection with your participation in the Landor & Fitch research (hereinafter, the “Research”).

The controller of your personal data is: Landor & Fitch, a trading division of WPP Brands (UK) Limited, Sea Containers, 18 Upper Ground, London SE1 9PD (“Landor & Fitch”). Landor & Fitch collects and processes the following categories of personal data: name, email address, and any personal data contained in the visual content (incl. photos, videos and other materials) that has been provided by you in connection with the Research (hereinafter “Materials”). In addition, we may process health information where you have provided it and we process this only with your explicit consent.

Your personal data may be processed in connection with the Research for the following purposes:

- To communicate with you and manage your involvement in the Research including attending in-person focus groups.
- [To create your test-product \(using the health information you provide\), if you are selected to receive one.](#)
- To collate and analyse your contributions (including views, opinions and experiences as well as your health information).
- To maintain records of your involvement and, if required, to contact you in future for involvement in further research.
- To include your personal data contained in the Materials being made available to the public across the world

This processing is done because it is necessary for the performance of a contract, and/or with your consent (where given and not withdrawn), and/or as necessary for compliance with legal obligations.

You have the following rights: right to information and access; right to rectification and erasure; right to restriction of processing; right to data portability; right to object; right not to be subject to automated individual decision-making and right to file a complaint with a supervisory authority. In order to exercise any of the above rights, you can contact Landor & Fitch via email at: hello@accessories.com.

Your personal data shall be retained for the duration necessary to achieve the objectives pursued (see above). Landor & Fitch treats personal data as confidential information. It will not communicate them to third parties unless to the extent this is required to carry out the objectives defined above or if resulting from a legal obligation.

Your personal data will only be transferred by Landor & Fitch outside the UK where an adequate level of protection for your personal information is provided (within the meaning of the relevant legislation), or where appropriate safeguards are in place (for example by establishing appropriate contractual

provisions), or, to the extent that your personal data is made available to the general public internationally as part of the Research itself.