

Customer Privacy Notice

As a leading United Kingdom (UK) outdoor media company, the privacy and security of the personal data we handle is critical to us. This privacy notice ("notice") explains how we manage and protect your personal data if you are a Primesight customer or a representative of one of our customers.

This notice tells you who we are, what data about you we collect, and what we do with it. The types of data we collect, and what we do with it will vary depending on the type of relationship you have with us. Information about the business activities of Primesight Ltd can be found at www.primesight.co.uk.

Who are we?

Primesight ("we, us") is a leading outdoor media company providing out-of-home advertising services to customers across the UK. We work closely with customers wishing to buy advertising services to buy or rent advertising space. We are responsible for managing your personal data in connection with our services.

Details of how to contact us can be found below and at www.primesight.co.uk/contact.

What data about you do we collect?

The types of data we collect and the reasons for which we collect it from you depend on who you are, the relationship we have with you i.e. if you are a customer or if you are a representative of a customer.

Customer

The personal data we collect about you may include your:

- Name;
- Address;
- Telephone number;
- Email address;
- Bank account details;
- Marketing preferences.

Customer representative

The personal data we collect about you may include your:

- Name;
- Customer name;
- Address;
- Business telephone number;
- Business email address;
- Job title;
- Bank account details of customer;
- Marketing preferences.

For what purposes do we use data about you, and on what legal basis?

We may use various data about you for various purposes connected with providing our services to you or the partner you represent.

We may use data about you for the following purposes:

- Entering into and managing our commercial relationship with you or the customer you represent;
- Creating and managing your account with us (or the account of the customer which you represent);
- Communicating with you in relation to service provision changes or issues or handling your enquiries;
- Sending you marketing and promotional materials that we think will be of interest to you;
- Our record keeping and company administration;
- To comply with legal and regulatory obligations;
- For internal reporting and benchmarking;
- To protect our business and properties and systems and to establish, protect or defend our legal rights.

The legal basis for our use of data about you is one of the following (which we explain in more detail in the "find out more" section):

- The performance of our contract with you;
- Compliance with a legal obligation to which we are subject;
- Our legitimate business interests of which are not overridden by your rights and or where none of the above applies, your consent (which we will ask for before we process the data).

Find out more...

The purposes for which we use data about you, with corresponding methods of collection and legal basis for use, are:

Purpose	Basis for processing
Providing services If you are a customer, we will use personal data to fulfil the contract between us. If you are a representative of a customer, we will use personal data to enable us to fulfil the contract between us and the partner you represent. <ul style="list-style-type: none">• Creating and managing your commercial relationship/account with us (or the account of the partner which you represent);• Communicating with you in relation to service provision changes, issues or handling your enquiries.	 If you are a customer the basis of our processing is to fulfil our contract with you. If you are a representative of a customer, the basis of our processing is legitimate interests.
Record keeping and administration <ul style="list-style-type: none">• To maintain internal records and other business administration tasks e.g. CRM, billing, etc.	 The basis of our processing is legitimate interests.
Marketing and the sending of other promotional materials	 The basis of our processing is our legitimate interests to send you marketing and promotional materials from time to time. Where we have obtained your consent to send marketing then we instead rely on consent as the legal basis.
Legal & regulatory compliance or to defend or establish our legal rights <ul style="list-style-type: none">• To comply with legal and or regulatory obligations or to respond to requests from law enforcement agencies.	 The basis of our processing is compliance with legal obligations to which we are subject or the pursuit of our legitimate interests.
For internal reporting and benchmarking <ul style="list-style-type: none">• to produce reports on business conducted with landlords and partners.	 The basis of our processing is legitimate interests.
Sharing data with third parties We may share your data with third parties, such as banks to take/make payments to you or our service providers, in order to assist us with CRM, IT services, document management, accounts, etc.	 The basis of our processing is either fulfilment of our contract with you if you are a customer or legitimate interests if you are a representative of a customer.

Where we do not base our use of personal data about you on one of the above legal bases, we will ask for your consent before we process the personal data (these cases will be clear from the context). You are permitted to withdraw your consent at any time.

In some instances, we may use personal data about you in ways that are not described above. Where this is the case, we will provide a supplemental privacy notice that explains such use. You should read any supplemental notice in conjunction with this notice.

Who do we share your data with, and for what purposes?

We may share data about you with:

- service providers which provide us services (such as CRM, IT services, document management and accounts management);
- if you are a representative of a customer, the customer;
- with landlords or partners to obtain advertising space and when communicating with and/or managing our services with them;
- other third parties, where required or permitted by law (such as regulatory authorities, government departments and law enforcement agencies) or when we consider disclosure to be necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal purpose; and
- in the context of organisational restructuring.

Where might data about you be sent?

We do not transfer personal data outside of the UK. Data we collect is processed and stored on servers in the UK.

How do we protect data about you?

We implement appropriate technical and organisational measures to protect personal data that we hold from unauthorised disclosure, use, alteration or destruction.

How long will data about you be kept?

The period for which we may retain data about you will depend on the purposes for which the data was collected, whether you have requested the deletion of the data, and whether any legal obligations require the retention of the data (for example, for regulatory compliance). We will not retain data about you for longer than is necessary to fulfil the purposes for which the data was collected.

What rights and options do you have?

You may have some or all of the following rights in respect of data about you that we hold:

- Request us to give you access to it;
- Request us to rectify it, update it, or erase it;
- Request us to restrict our using it, in certain circumstances;
- object to our using it, in certain circumstances;
- Withdraw your consent to our using it (if our use is based on your consent);
- Data portability;
- Opt out from our using it for marketing; and
- Lodge a complaint with the supervisory authority in your country (if there is one).

You are able to exercise these rights by contacting us using the details set out at 'Who should you contact with questions?' below.

Who should you contact with questions?

If you have any questions, or wish to exercise any of your rights, you can contact:

By e mail: **GDPR@primesight.co.uk**

By telephone on **020 7908 4300**.

By writing to us at **Primesight, The Met Building, 22 Percy St, Fitzrovia, London W1T 2BU**.

You have a right to contact the Information Commissioner's Office with any questions or concerns. If we cannot resolve your questions or concerns, you also have the right to seek remedy before a UK court.

Changes to this notice.

We may update this notice (and any supplemental privacy notice), from time to time as shown below. We will notify of the changes where required by applicable law to do so.

Last modified 8th May 2018.