

PRIVACY NOTICE

This Promotion Privacy Notice is provided by Mark Anthony Brands International Unlimited Company ("we", "us", or "our"), of 4th Floor, Donnybrook House, 36-42 Donnybrook Road | Dublin D04 WN59, Ireland, in our capacity as organiser of the "*White Claw Summer Hot Spot*" promotion (the "**Promotion**").

We are a 'controller' for the purposes of the General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018 (collectively the "**Data Protection Laws**") which means that we are responsible for how we use your personal data.

We understand that the security of your personal data is extremely important and we are committed to respecting your privacy and safeguarding your personal data. This Promotion Privacy Notice is a summary of what we do with your personal data in relation to the Promotion and you should read it together with our main Privacy Policy (which can be found at <https://uk.whiteclaw.com/privacy/>). Our main Privacy Policy contains more information about how we process your personal data and your rights under the Data Protection Laws. Separately, the terms and conditions of the Promotion can be found at <https://hotspotters.whiteclaw.com/> ("**Promotion T&Cs**").

Here are the details of how we use your personal data for the Promotion:

- We collect and process your name, telephone number, email address and date of birth in order to process your booking of a "summer hot spot", as part of the Promotion, and to be able to contact you if your booking is successful.
- **If you are successful in booking a "summer hot spot" as part of the Promotion**, we will:
 - contact you by email or telephone to notify you of this and to ask you to confirm your eligibility and the eligibility of the guests in your group (e.g. to confirm that you and they are over eighteen (18) years old) in line with our Promotion T&Cs;
 - ask you for details of the guests included in your group;
 - collect relevant ID and other information from you and your guests to verify that you and your guests are aged over 18; and
 - share your and your guests' personal data with our promotional agencies and on-site representatives, as appropriate, so we and they can fulfil your booking and check you in for your "summer hot spot".
- We are permitted to process your personal data on the basis that it is necessary for our performance of the contract you have agreed to enter with us (i.e. the Promotion T&Cs). If you do not provide your information to us on booking, you will not be able to request or make a booking or to participate in our Promotion. If you are successful in booking a "summer hot spot" as part of the Promotion and you or your guests do not provide the additional information we request, then we will not be able to fulfil your booking or allow you entry to the "summer hot spot".
- If are not successful in booking a "summer hot spot", as part of the Promotion, we will delete your personal data collected for the Promotion within the period of 12 months following your

submission of the booking form. If you are successful in booking a "summer hot spot", as part of the Promotion, we will retain your personal data until 12 months after the completion of the "summer hot spot" event and any related publicity activities. After this date your personal data will be deleted.

- We use external providers that process your personal data for this Promotion as part of the services (such as hosting, security or on-site "check-in" services at the "summer hot spot" location) which they offer to us. We take steps to ensure that our service providers process your data in accordance with the Data Protection Laws, only use it in accordance with our contract with them and keep it secure. If you would like more information about our processors, please contact us at Whiteclaw@markanthonyuk.com
- We do not transfer your personal data outside the UK and the European Economic Area.
- We strive to implement appropriate technical and organisational measures in order to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data. We follow recognised industry practices for protecting our IT environment and physical facilities.

Find more information including all the rights you have here in our main [Privacy Policy](#).