

PRIVACY POLICY

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UPDATED: 17 May 2021

Sodexo Motivation Solutions UK Limited (“**Sodexo**”) respects your privacy and is committed to protecting your personal data. This privacy policy will explain how we look after your personal data when you visit our websites, our mobile, tablet and other applications (our “**Sites**”) and tells you about your privacy rights and how the law protects you.

The below table lists the content of this privacy policy. Please also go to the Glossary herein below to understand the meaning of some of the terms used in this privacy policy.

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1 IMPORTANT INFORMATION AND WHO WE ARE

Purpose of this privacy policy

This privacy policy aims to give you information on how Sodexo collects and processes your personal data through the provision of contracted services and your use of our Sites.

Our Sites are not intended for children and we do not knowingly collect data relating to people under the age of 18, except in limited circumstances explained further in this privacy policy.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

Controller

Sodexo Motivation Solutions UK Limited (Company No. 02680629) whose registered address is at Avalon House, Breckland, Linford Wood, Milton Keynes MK14 6LD, is the controller and responsible for your personal data (collectively referred to as "**SODEXO**", "**we**", "**us**" or "**our**" in this privacy policy).

We are experts in the provision of employee benefits, rewards and recognition, and we use a number of third parties to provide the best range of benefits, discounts, offers, products and services (referred to as "**Supplier**" in this privacy policy).

If you have access to our Sites then it will usually mean that we have a contract in place with your employer for us to provide you with access to our Sites and services. If this is the case, then we may initially receive personal data from your employer in order for us to contact you to invite you to use our Sites and services. We may also receive personal data from your employer if they request that we provide you with a gift card or other reward or benefit.

If you are a Member of and are benefitting from the Health Service Discounts, Discounts for Carers, Discounts for Teachers or Charity Worker Discounts ("Cashback Card"), programmes run and managed between Network Digital Marketing Ltd ("Network" formerly trading as We Are Discounts) and Sodexo, there is a data sharing agreement in place in order to provide these services.

We have appointed a data protection officer (DPO) who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact the DPO using the details set out below.

Contact details

If you have any questions about this privacy policy or our privacy practices, please contact our DPO in the following ways:

Email address: br.uk.gdpr.legal@sodexo.com

Postal address: Data Protection Officer, Avalon House, Breckland, Linford Wood, Milton Keynes MK14 6LD

You have the right to make a complaint at any time to the Information Commissioner's Office (“ICO”), the UK supervisory authority for data protection issues (www.ico.org.uk). We would however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

Our Sites may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our Sites, we encourage you to read the privacy policy of every website you visit.

2 THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymised data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- “**Identity Data**” includes first and last name, username or similar identifier, job position, employee number, payroll number, title, National Insurance Number and date of birth (but only the day/month).

- **“Contact Data”** includes billing address, delivery address, email address and telephone numbers.
- **“Transaction Data”** includes details about payments to and from you and other details including that of products and services you have purchased on our Sites. We may also refer to this as Spending Data.
- **“Technical Data”** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our Sites.
- **“Profile Data”** includes your interests, preferences, feedback and survey responses.
- **“Usage Data”** includes information about how you use our Sites, products and services.
- **“Marketing and Communications Data”** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We may be required to collect some basic information relating to children, where you use the childcare voucher scheme or a primary card holder permits a child (aged 13 or over) to hold a Spree card.

We also collect, use and share aggregated data such as statistical or demographic data for any purpose. Aggregated data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific feature of our Sites. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any special categories of personal data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). For the purposes of providing our services, we do not collect sensitive personal data or information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you or your employer, and you or your employer fail to provide that data when requested, we may be unable to provide the services as contracted.

3 HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect your personal data including through:

- **Direct interactions.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - complete forms on our Sites;
 - make a purchase or redeem products or services, rewards or benefits on our Sites;
 - create an account on our Sites;
 - request marketing to be sent to you;
 - enter a competition, promotion or survey; or
 - give us feedback or contact us.
- **Automated technologies or interactions.** As you interact with our Sites, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our Cookie Policy found at www.smsbruk.co.uk for further details.
- **Third-parties or publicly available sources.** We will receive personal data about you from various third parties and public sources as set out below:
 - Technical Data from the following parties:
 - analytics providers such as Google based inside and outside the UK;
 - advertising networks based inside and outside the UK; and
 - search information providers based inside and outside the UK.
 - Contact and Transaction Data from providers of technical, payment and delivery services based inside and outside the UK.
 - Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside and outside the UK.
 - Identity and Contact Data from your employer (as discussed above).
 - If you are a member of Network, we may receive Technical Data (limited to IP address and/or an ID no.) from Network, as further explained below. Network will be acting as a data controller and their privacy policies can be found here:

<https://healthservicediscounts.com/privacy-policy>,
<https://www.discountsforteachers.co.uk/privacy-policy>,
<https://www.discountsforcarers.com/privacy-policy>, and
<https://www.charityworkerdiscounts.com/privacy-policy>

- Identity and Contact Data from credit reference agencies and other similar agencies, where applicable, for the purposes of 'know your business' and 'know your client' checks.
- Social Media. We may also collect personal information from your social media accounts if you connect with us or our services using your social media accounts, including LinkedIn, Twitter, Google+ and Facebook and Instagram

4 HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the services contracted with a client (your employer) or with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

Please see the Glossary below to find out more about the types of lawful basis that we will rely on to process your personal data.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To send you an initial communication via email to invite you to register and use our Sites and services.	(a) Identity (b) Contact	(a) Necessary for our legitimate interests (to promote our Sites, products and services on our Sites, and to fulfil our contract with your employer (where applicable))
To register you as a user and create an account for you on our Site(s).	(a) Identity (b) Contact	(a) Necessary for our legitimate interests (to help us keep track of who has access to our Sites and services) and to fulfil our contract with your employer (where applicable))
To assess whether you are eligible for certain products and services.	(a) Identity (b) Contact	(a) Necessary for our legitimate interests (to ensure that only eligible individuals receive certain products and services). This may involve us sharing your personal data with credit reference agencies and similar agencies for the purposes of carrying out necessary checks including 'know your client' and 'know your business' checks.
To provide our Sites and services to you, including providing your order (if applicable) to our Suppliers so that they can fulfil it. Most of the time you will order directly with the Suppliers.	(a) Identity (b) Contact	(a) Performance of a contract with you; (b) Necessary for our legitimate interests (ensuring that we can provide our Sites and services, performing our contract with your employer, and where necessary providing data to our Suppliers so they can fulfil orders)
To process and deliver your order (whether that is in respect of a reward ordered by your employer for you; a reward you have redeemed; or	(a) Identity (b) Contact (c) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us,

<p>a benefit or discount you have used on our Sites), including (if applicable):</p> <p>(a) Managing payments, fees and charges; and</p> <p>(b) Collecting and recover money owed to us.</p> <p>Please note that we do not collect or store your payment card information when you make a purchase. Your payment card information will be collected and processed securely by our payment provider.</p>	<p>(d) Marketing and Communications</p>	<p>and where, applicable, performing our contract with your employer)</p>
<p>To manage our relationship with you, which will include:</p> <p>(a) Notifying you about changes to our terms or privacy policy;</p> <p>(b) Asking you to leave a review or take a survey;</p> <p>(c) Responding to any complaints or requests made by you and investigating, resolving, reporting and/or dealing with any suspicious activity, fraud or suspected fraud; and</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Marketing and Communications</p>	<p>(a) Performance of a contract with you</p> <p>(b) Necessary to comply with a legal obligation</p> <p>(c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services and to handle your complaints and/or any suspicious or fraudulent activity effectively)</p>

(d) Notifying you about changes to our services or Sites.		
To enable you to partake in a prize draw, competition or complete a survey. We have a legal obligation to publish the name of a prize winner of a promotion.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business) (c) Necessary to comply with a legal obligation
To administer and protect our business and our Sites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant content and marketing to you and measure or understand the effectiveness of the advertising we serve to you.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our (and our Suppliers') products/services, offers, deals, discounts, to develop them, to grow our business and to inform our marketing strategy and to understand which retailers, deals, offers and discounts are used)

<p>To use data analytics to improve our Sites products/services, discounts, deals, offers, marketing, customer relationships and experiences.</p>	<p>(a) Technical (b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our (and our Suppliers’) products and services, discounts, deals, offers, to keep our Sites updated and relevant, to develop our business and to inform our marketing strategy)</p>
<p>To make suggestions and recommendations to you about goods or services, offers and deals that may be of interest to you</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications</p>	<p>Necessary for our legitimate interests (to develop our (and our Suppliers’) products/services, deals, discounts, offers and grow our business)</p>
<p>To liaise with your employer, including to inform them as to how you are using our Sites and services. We will notify your employer if there is any suspected fraud or improper behaviour.</p>	<p>(a) Identity (b) Contact (c) Usage</p>	<p>Necessary for our legitimate interests (fulfil contract with our clients – usually your employer, evidence how our Sites and products and services on our Sites are being used and to promote and develop our services and Sites)</p>
<p>To profile your motivations, values and needs so that we can make the content of our marketing and communications more relevant to you, see ‘Profiling’ below.</p>	<p>(a) Identity (b) Contact (c) Marketing and Communications (d) Spending (e) Profile</p>	<p>Necessary for our legitimate interests (necessary for promoting our business, brand, products and services and our Suppliers)</p>

<p>If you are a member of Network, you may register for Cashback Card from us directly. If you do, we will share data with Network as part of your membership with them.</p> <p>Both Sodexo and Network will be acting as controller of the personal data it receives and processes. Network's privacy policy is available in section 3 herein above.</p> <p>You can decide that you do not want us to share this information with Network by contacting us at: br.uk.gdpr.legal@sodexo.com</p>	<p>(a) Identity</p> <p>(b) Spending Data – this will include: information about how you use your Cashback Card including purchases you make, such as details of retailer, purchase amount, your Identity Data and transaction date.</p> <p>The information will also include: status of your application for a Card; when you receive your Card, and aggregated spending data of all cardholders.</p>	<p>(a) Performance of a contract with you as a member of Network</p> <p>(b) Necessary for our legitimate interests (to perform our contract with Network; and to promote and provide our Cashback Card services)</p>
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Profiling

We may from time to time profile your personal data to use internally to help us understand your motivations, values and needs. It only takes place to help us make the content of our marketing and communications more relevant to you. We use your Identity, Contact, Spending, Profile and Marketing and Communications Data to carry out this profiling. You can always object to our profiling by contacting us.

Unless stated otherwise in this Privacy Policy, we do not share your personal data with third parties.

Promotional offers / Marketing from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services, deals, discounts and offers may be relevant for you.

We may also use the information you provide and the information we collect about you to better understand your interests so that we may tailor our communications to you to ensure they are relevant and of interest to you and so that when you visit our Sites we can tailor your experience with us.

You will receive marketing communications from us (which may include third party marketing about our Suppliers) if you are an employee of an employer with whom we have a contract in place to provide you with access to our Sites and services and you have signed up to receive our services and access to our Sites and have not opted out of receiving marketing. You can unsubscribe from these marketing communications at any time.

You will also receive marketing communications from us if you have requested information from us or purchased goods or services from us and you have not opted out of receiving that marketing. We have a legitimate interest to send this marketing (to promote our Sites and services).

We won't send third-party direct marketing communications to you via email or text message in any other circumstances without your consent.

Opting out

You can ask us to stop sending you marketing messages at any time by using the unsubscribe link in any marketing message sent to you.

Network members who register for and use our Cashback Card will receive service emails from Sodexo and Cashback Card marketing from Network. You may unsubscribe from receiving marketing communications from Network by changing your membership profile preferences on their website. For more information, visit their privacy policy referenced in section 3 herein above.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our Sites may become inaccessible or not function properly. For more information about the cookies we use, please see our Cookie Policy at www.smsbruk.co.uk.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason, and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

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If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5 DISCLOSURES OF YOUR PERSONAL DATA

We may share your personal data with the parties set out below for the purposes set out in the table above.

- Internal Third Parties as set out in the Glossary.
- External Third Parties as set out in the Glossary.
- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6 INTERNATIONAL TRANSFERS

We may share your personal data within the Sodexo Group. As Sodexo is part of an international group of companies, this may involve transferring your data outside the UK to the EU.

Some of our external third parties are based outside the UK so their processing of your personal data will involve a transfer of data outside the UK.

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data.
- Where we use certain service providers, we may use specific contracts approved for use in the UK which give personal data the same protection it has in the UK.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK.

7 DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8 DATA RETENTION

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider: the amount, nature and sensitivity of the personal data; the potential risk of harm from unauthorised use or disclosure of your personal data; the purposes for which we process your personal data; whether we can achieve those purposes through other means; and the applicable legal, regulatory, tax, accounting or business requirements.

In some circumstances you can ask us to anonymise your data: see *your legal rights* below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information without further notice to you.

9 YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please go to the Glossary section herein below to find out more about these rights:

- *Request access to your personal data.*
- *Request correction of your personal data.*
- *Request erasure of your personal data.*

- *Object to processing of your personal data.*
- *Request restriction of processing your personal data.*
- *Request transfer of your personal data.*
- *Right to withdraw consent.*

If you wish to exercise any of the rights set out above, please contact us at: br.uk.gdpr.legal@sodexo.com.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10 GLOSSARY

LAWFUL BASIS

“Legitimate Interest” means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

“Performance of Contract” means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

“**Comply with a legal obligation**” means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

THIRD PARTIES

Internal Third Parties

Other companies in the SODEXO Group and who are based in the UK and EU.

External Third Parties

- Service providers acting as processors who provide IT and system administration services.
- Payment providers – to process payments and make any refunds that may be due to you.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities who require reporting of processing activities in certain circumstances.
- IT system providers to provide our systems including for the purposes of hosting and support.
- Digital analytics companies, such as Google Analytics, for website analytics and reporting in respect of our analytics and marketing.
- Police or other such regulatory authority as part of an investigation or otherwise for legal or regulatory purposes.
- UK law enforcement agencies and third-party security companies for the purposes of ensuring that we comply with the law and have adequate security measures in place.
- Credit reference agencies and other similar agencies, where applicable, for the purposes of conducting ‘know your business’ and ‘know your client’ checks.
- We will disclose your personal information to other third parties if we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or request. This includes exchanging information with other companies for the purposes of fraud protection and credit risk reduction.
- Suppliers for the purposes set out in the table above, including fulfilling your order / providing products or services to you.
- Some of our Suppliers will be acting as controllers when they process your personal data and, on some occasions, you may be disclosing personal data directly to them. We will make this clear to you on the relevant pages, where a link to their privacy policy will be provided.

- Where you are a member of Network and obtain a Cashback Card directly from us as part of your membership, we will share data with Network as set out in the table above.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data's accuracy.
- Where our use of the data is unlawful but you do not want us to erase it.
- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.

- You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.