

PRIVACY NOTICE

Faithless is required under the UK General Data Protection Regulation 2018 (the "UK-GDPR") to notify you of how it collects and uses your personal data. This Notice sets out the basis on which any personal data we collect from you, or that you provide to us, why Faithless needs it, how Faithless will use it, in respect of your relationship with us or employment and what protections Faithless has in place to keep your data secure.

"Faithless" refers to Faithless of 166-168, Camden St, London NW1 9PT

"You" means any individual, business / organisation or employee whose personal data is controlled and / or processed by Faithless.

This Privacy Notice applies to any individuals, all employees and enquiries made to Faithless concerning your interaction with any of our services provided, potential future and actual working relationship with us.

Faithless acts as a "data controller" and "data processor", which means that Faithless is responsible for deciding how to hold and use personal data about you.

We will take all reasonably necessary steps to ensure that your data is treated securely and in accordance with this Privacy Notice.

INFORMATION WE COLLECT

In our operation of the website, we collect the following categories of data:

Category of information	What may be collected	How it is collected, where applicable
Information you choose to provide via the website or through other interactions with Faithless, such as e-mail, social media, SMS, telephone, or other methods	<ul style="list-style-type: none">· your name,· country of residence,· e-mail address,· phone number,· login information, including certain social media profile information if you login with a social media account,· gender,· age or date of birth,· payment card information,· billing and/or shipping address,· clothing sizes or similar physical descriptions,· personal description,· photographs, videos, or	<ul style="list-style-type: none">· Forms you fill out on our website, including subscribing to direct marketing, creating an account, searches, uploading documents or media, or linking a social media account;· Correspondence with us (e-mails, phone transcripts or otherwise);· Purchases or orders placed on the website;· Participation in forums, chats, or other social media functions on our website;· Entering a competition, promotion, or survey;· Reporting a problem on the

	images, · comments.	website or requesting support.
Information collected through your use of the website	<ul style="list-style-type: none"> · IP address and network information, · location (based on IP lookup), · user agent string including browser and OS version, · language and time zone, · identifiers set by cookies or similar tracking information (see cookies disclosure below), · unique device identifiers and hardware version, · page response times, · download or content errors, · page interaction information (such as scrolling, clicks, and mouse-overs, length of visit, pages viewed), · methods used to browse away from the page. 	Visiting our website or interacting with us
Information collected from third parties	<ul style="list-style-type: none"> · name or username, · age or birthdate, · address, · phone number, · gender, · household income, · device OS, · brand affinities, · consumer profile category, · music intent scores, · music concert spend category, · music genre interests. 	Consistent with applicable laws, we may match and supplement information you provide, such as your email address or phone number, with data held by third party data providers or data brokers.

HOW YOUR INFORMATION MAY BE USED

We may use information we collect to:

- Respond requests and/or queries, including customer support queries,
- Fulfil orders, process payments, and provide order-related updates,
- Send requested marketing communications via email, SMS, or direct messages,
- Advertise our products or the products of third parties that we believe may be of interest,
- Create segments of users with similar features for ad targeting or seeding lookalike audiences,
- Operate, measure, and audit online advertisements,
- Build user profiles to assist us in understanding your interests, create marketing or advertising segments, and predict likely sales, marketing, or advertising outcomes,
- Train AI or machine learning models that analyse or predict sales, marketing, or advertising outcomes,
- Personalise and improve our Website, products, and services,

- Administer promotions, contests, or sweepstakes,
- Operate and administer our Website, including troubleshooting, data analysis, testing, research, statistics, and other internal operations,
- Manage your access to our Website, including notifying you of changes to the Website,
- Analyse usage of our Website,
- Secure our Website and prevent fraud or other illegal activities,
- Resolve disputes and/or enforce our agreements,
- Comply with legal and regulatory obligations.

HOW YOUR INFORMATION MAY BE SHARED

In compliance with applicable laws, we may share information about you with third parties to facilitate the uses described above, including:

- Our affiliates and joint venture partners that we have now or may have in the future,
- Our business partners, suppliers, agents, and sub-contractors who provide services on our behalf;
- With other users where you leave comments or otherwise contribute content to a website.,
- Advertisers, advertising networks and social networks,
- As part of an actual or potential corporate sale, merger, or acquisition, or other transfer of all or part of Faithless,
- Pursuant to a subpoena, court order, governmental inquiry, or other legal process or as otherwise required by law, to protect our rights or the rights of third parties, or to protect the safety or security of any person or entity, or
- With your consent or as otherwise disclosed at the time of data collection or sharing.

STORAGE AND RETENTION OF INFORMATION

We will retain the information we collect in accordance with applicable laws and as reasonably necessary for our processing purposes set out under this privacy policy, including resolution of disputes, enforcement of agreements, securing the website, and to comply with our legal obligations. When personal data is no longer necessary for our purposes we will delete or deidentify the data.

We will also take steps to ensure that the information we collect is treated securely and in accordance with this Privacy Policy. We have put in place technical and organisational procedures designed to safeguard the information we collect.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect the information we collect, we cannot guarantee its security.

CHILDREN

Our website is not directed toward children (as defined by local law) nor does Faithless knowingly collect information from children (as defined by local law) without parental consent except where in compliance with applicable laws.

YOUR RIGHTS

You may have certain rights regarding our processing of personal data about you. These rights may include access to, rectification, erasure, and/or portability of your personal data. You can exercise these rights by contacting us as described in the “Contact” section. We may take steps to verify your identity before completing your request. Our verification measures vary based on the risk to the individual and may involve confirming access to the relevant email account, providing a government-issued ID or other identification documents, or providing other account details or information that indicates a valid request.

You may also be entitled, in accordance with applicable law, to lodge a complaint with a supervisory authority if you consider that our processing of your personal data infringes applicable law.

CHANGES TO OUR PRIVACY POLICY

Any material changes we may make to our privacy policy in the future will be posted here. Please check back frequently to see any updates or changes to our privacy policy.

DIGITAL ADVERTISING

We use third party partners to enable targeted advertising on third-party social media platforms, websites, and mobile apps. These companies collect information through our website to target users and serve ads. Some of these ads may be personalised, meaning that these ads are intended to be relevant to you based on information the companies collect or receive about your use of our website and third-party sites and apps over time, including through the use of cookies and other tracking technologies.

Visit the DAA Webchoices tool at www.aboutads.info to learn more about targeted advertising and how to opt out of targeted advertising by companies participating in the DAA self-regulatory program. If you delete your cookies or use a different browser or mobile device, you may need to renew your opt-out choices exercised through the DAA Webchoices tool.

To opt-out of targeted advertising in mobile apps by companies participating in the DAA's AppChoices program, you can download that app onto your device from <https://youradchoices.com/appchoices>. You can also limit data collection and use by third parties for targeted advertising in your mobile device settings, where available.

Note that electing to opt out will not stop advertising from appearing in your browser or applications. It may make the ads you see less relevant to your interests.

COOKIES

Our website use cookies and other similar technologies to improve your experience and support targeted advertising. For the purpose of this Cookies Policy, cookies, and other similar technologies (like scripts, plug-ins, tags, device fingerprints, Local Stored Objects, beacons, and pixels) are all referred to as "cookies."

You can find more information about the cookies and other tracking technologies we use, the purposes for which we use them, and make certain choices about cookies through the cookie choices tools available on our Website.

Most internet browsers are automatically set up to accept cookies. However, if you want to refuse or delete any cookies (or similar technologies), please refer to the help and support area on your internet browser for instructions on how to block or delete cookies. Please note you may not be able to take advantage of all the features of our website, including certain personalised features, if you delete or disable cookies.

For more information on managing cookies, please go to www.allaboutcookies.org, or visit www.youronlinechoices.eu which has further information about behavioural advertising and online privacy.