

DIGITAL HOME

PRIVACY POLICY

1. INTRODUCTION

This privacy policy (“**Privacy Policy**”) explains how Edenoak Limited of 13 The Rise, Sevenoaks, KENT TN13 1RG (registered company number 11581945) trading as Digital Home (“**Digital Home**”) processes personal information of our customers, website visitors and other contacts. It also explains how you can instruct us if you prefer to limit the use of that information; what procedures we have in place to safeguard your privacy; and the cookies we may use on our website.

If you are a customer of Digital Home, this Privacy Policy should be read in conjunction with the applicable Digital Home Terms and Conditions (available at www.digitalhomeuk.com/legal) of which it forms part and which also apply when you buy and use our services.

If you are a website visitor, this Privacy Policy should be read in conjunction with the website Terms of Use (available at www.digitalhomeuk.com/legal) of which it forms part and which also apply when you visit <https://www.digitalhomeuk.com/> (the “**website**”). If you do not agree with this Privacy Policy, you must not use the website or submit information to us through or in connection with the website or otherwise.

If you are applying to work for Digital Home, we have a separate job applicant privacy notice which we will make available on the website or send to you directly.

2. HOW WE COLLECT PERSONAL INFORMATION

We will collect and store your personal information when you interact with our website or our social media channels, when you purchase or use our services, or when you contact Digital Home for any other reason. We collect personal information in writing, by telephone, by email, by online forms and through our door-to-door salesforce app.

3. WHAT PERSONAL INFORMATION DO WE HOLD ABOUT YOU

Personal information means any information that we hold about you from which you can be identified either directly or indirectly. You are under no obligation to provide such information and we will always ask you for the minimum amount of information necessary. If you should choose to withhold requested information, we may not be able to provide you with certain services. We collect the following types of personal information:

- **contact information** – such as first and last name, email address, postal address and phone number (mobile and/or landline);
- **billing information** – such as credit card number, security code, expiration date and billing address;
- **unique identifiers** – such as a username and password chosen by you;
- **location information** – such as GPS locations, IP address, street address, city and county.

We also hold any other personal information you may provide to us when you contact Digital Home. We will take reasonable steps to keep the personal information that we store accurate and where necessary up to date. If you consider that any of the personal information that Digital Home holds about you is incorrect

please notify us, see Contact Information below.

4. SPECIAL CATEGORY DATA

Subject to your explicit consent, we may also collect, store and use certain types of health data. This is considered a special category of more sensitive data. We obtain this consent separately when you take actions leading to our obtaining the health data, for example, when you pair a health monitoring device to our services or when you let us know you need certain adaptations for our communications. Where we process health data, it will be treated confidentially and will never be used for direct marketing purposes.

5. HOW WE USE YOUR INFORMATION

We will use your personal information, and may share your personal information with other parties acting on our behalf, for one or more of the following purposes:

- to provide the services you have requested from us;
- personalising your interaction with us;
- dealing with your enquiries and requests;
- inviting you to events and training sessions;
- informing you of news we consider relevant to you, where you have given your consent for us to do so;
- ensuring the security of our organisation, preventing or detecting fraud or abuses of our website;
- enabling our consultants, suppliers and service providers to carry out certain functions on our behalf, including payment processing, verification, technical, logistical or other functions;
- developing and improving our offering, for example, by reviewing visits to our website and its various subpages and to conduct research about the use of our website;
- for our own administrative purposes or conducting internal audits;
- protecting our legal rights and interests and resolving any disputes; and
- to comply with applicable law.

We will not sell your personal information to others. If we wish to use your personal information for a purpose beyond that for which it was originally provided, we will ask for your consent or seek to rely on another valid legal ground to process your personal information in accordance with the applicable law.

6. WHEN WE MAY CONTACT YOU AND USING INFORMATION FOR MARKETING PURPOSES

We may contact you in relation to the functioning of any service you have signed up for or regarding information you have requested, to ensure that we can deliver the services to you.

Where you have consented, we may also use your information to send you updates and news concerning Digital Home and its activities and events which we feel may be of interest to you. If at any time you wish us

to stop using your information for these purposes, please notify us using the Contact Information below. You can also unsubscribe from these communications by following the link included as part of each such communication or at any time by contacting hello@digitalhomeuk.com.

From time to time, we may also ask you to review your contact details and mailing list preferences to ensure that we only send you information which is relevant to you. Once you are on our database, we may also record details of any Digital Home marketing lists to which you have subscribed or unsubscribed, mailings we have sent to you, hyperlinks you have followed in our email marketing messages and/or event invitations sent to you and your response.

7. GROUNDS FOR PROCESSING

In order to store, hold and process your personal information lawfully we rely on one or more of the following legal grounds:

- your consent to particular processing activities; or
- our legitimate interests as a business. For example, it is within our legitimate interests to use your personal information to prevent or detect fraud or abuses of our website; or
- our compliance with a legal obligation to which Digital Home is subject. For example, we have a duty to investigate and respond to complaints made against us and may need to process your personal information as part of such investigation; or
- if you are a party to a contract, because processing your personal information is necessary for the performance of that contract.

8. DISCLOSURE OF YOUR PERSONAL INFORMATION

There are circumstances where we may wish to disclose or are compelled to disclose your personal information to third parties. This will only take place in accordance with the applicable law and for the purposes listed above. These scenarios include disclosure:

- to our employees and directors;
- to any successors in title to our activities, or to applicable third parties involved in a sale, transfer, or merger of any parts of our business or assets;
- subject to your consent, to our marketing partners, who may contact you by post, email, telephone, SMS or by other means;
- to our outsourced third party service providers or suppliers who assist us in providing our service, operating our website and running the company (including but not limited to IT service providers or providers of data storage or security);
- to Stripe, Inc. our payments processing provider, to process online payments and set up subscriptions;
- to organisations with which we organise events to inform you of those events;

- to professional advisors such as lawyers and accountants or other consultants;
- to legal and regulatory authorities where we are required by law or regulation to do so; and
- to any other third party where you have provided your consent.

9. TRANSFER OF PERSONAL DATA OUTSIDE OF THE UK AND EEA

Digital Home may transfer your personal information to third parties in countries outside of the UK and EEA for further processing in accordance with the purposes set out in this Privacy Policy. In particular, your personal information may be transferred to our outsourced service providers located abroad, and this may include companies, offices or data centres including in the US.

In these circumstances we will, as required by applicable law, take steps to ensure that your privacy rights are adequately protected by appropriate technical, organisational, contractual or other lawful means. Please contact us if you would like more information about how your personal information may be transferred by Digital Home and the safeguards that we have put in place; see Contact Information below.

10. RETENTION OF PERSONAL INFORMATION

We will take all reasonable steps to retain personal information only for the duration of the purpose for which it was obtained as set out in this Privacy Policy (unless longer retention is required by applicable law). We may keep an anonymised form of your personal information, which will no longer refer to you, for statistical purposes without time limits, where we have a legitimate and lawful interest in doing so.

11. CONFIDENTIALITY AND SECURITY

Digital Home will take all reasonable steps to safeguard all personal information that you provide to us; ensure that it remains confidential and secure; and ensure that personal privacy is respected. All our data is stored in written or electronic form on our servers and computers and in various physical locations. We maintain physical, electronic and procedural safeguards to protect your personal information from misuse, unauthorised access or disclosure and loss or corruption by computer viruses and other sources of harm.

12. YOUR RIGHTS WITH REGARDS TO YOUR PERSONAL INFORMATION

Data protection law provides individuals with certain rights, including the right to: access, rectify, withdraw consent, erase, restrict, transport, and object to the processing of, their personal information. Individuals also have the right to lodge a complaint with the relevant data protection authority if they believe that their personal information is not being processed in accordance with the law. Further information is set out below:

- **Right to obtain a copy of your personal information.** You may have the right to obtain a copy of the personal information we hold about you.
- **Right to rectification.** You may request that we rectify any inaccurate and/or incomplete personal information. If we disagree and believe the information to be accurate and complete, we will advise you and include a notation on the record that you dispute the information's accuracy.
- **Right to withdraw consent.** You may, as permitted by law, withdraw your consent to the processing of your personal information at any time. Such withdrawal will not affect the lawfulness of processing

based on your previous consent.

- **Right to object to processing.** You may request that we stop processing your personal information.
- **Right to erasure.** You may request that we erase your personal information and we will comply, unless there is a lawful reason for not doing so.
- **Right to lodge a complaint with the supervisory authority.** You have the right to complain about the use of your personal information to the relevant supervisory authority, which in the UK is the Information Commissioner's Office.

Any request to exercise your rights should be submitted in writing to our Data Protection Officer, Richard Dorgan at hello@digitalhomeuk.com. We would also suggest that you contact us if you have any questions or if you have a complaint in relation to how we process your personal information, see Contact Information below. However, you do have the right to contact the relevant supervisory authority as noted above.

13. LINKS

Our website may provide hyperlinks to websites owned and controlled by others. Digital Home is not responsible and accepts no liability in relation to such websites or their contents or for their privacy practices. You should read any applicable privacy policy on any such website.

14. THIRD PARTIES

Where you submit personal information on behalf of another person, you confirm that you have made that person aware of how we may collect, use and disclose their personal information, the reason you have provided it, how they can contact us and the terms of this Privacy Policy. You further confirm that they have consented to such collection, use and disclosure.

15. COMPLIANCE WITH PRIVACY LAWS

Digital Home complies with the data protection and privacy laws to which it is subject. You should satisfy yourself that you are familiar with those laws, including any exceptions which may apply under them. You should also be aware that privacy laws in various jurisdictions may change from time to time. Except to the extent expressly stated otherwise in this Privacy Policy, Digital Home accepts no obligations with respect to the handling of personal information other than those mandated by law in any relevant country.

16. COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. This section of the Privacy Policy explains what cookies are, why we use them and what you may do if you wish to restrict, remove or refuse to accept cookies. By continuing to use this website, you agree to the use of cookies for the purposes set out in this Privacy Policy.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive. Some Digital Home pages use cookies, sent by Digital Home or our third-party vendors, or other technologies to better serve you when you return to the site.

You can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies. If you do so, however, some areas of some sites may not function properly. For more information about cookies generally, please visit [All About Cookies](#).

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie Name	Purpose	Duration	More information
YouTube Video Viewing Counter (YSC)	Analytical/performance cookies – we offer video clips on this site which are hosted by YouTube. When you click onto one of these videos, a YouTube-supplied cookie counts you as a viewer of the video and enables YouTube to record how many people watch each video.	Session	These cookies are controlled by YouTube and not by us. If you wish to control these cookies or for more information please click here .
Google Analytics (Collect)	Analytical/performance cookies – Used to send data to Google Analytics about the visitor’s device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Please click here to view information regarding cookies used by Google Analytics.
Google Marketing (ads/conversion/#)	Analytical/performance cookies – Used by email campaigns use ‘post-click-tracking’ cookies, these are placed when new website visitors are identified as entering our website from an email campaign.	Session	These cookies are all 1st party and session-based, meaning they have no extended lifespan on your machine.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

17. ANONYMISED DATA

We may collect anonymous information from visits to our website to help us provide better customer service. We keep track of the domains from which people visit and measure visitor activity on the Digital Home website. This anonymous information is sometimes known as “clickstream data”, which we and our analytic

vendors use to analyse trends and statistics and help us provide better customer service.

When we collect personal information from you in connection with a transaction we may additionally extract information in an anonymous format and combine it with other information such as clickstream data. This anonymous information is used and analysed only at an aggregate level to help us understand trends and patterns. None of this information is reviewed at an individual level.

18. CHANGES TO THIS PRIVACY POLICY

We reserve the right to change this Privacy Policy at any time and any changes will be posted here, so please check this Privacy Policy for changes each time you access our website.

19. CONTACT INFORMATION

Our Data Protection Officer is Richard Dorgan. If you have any questions regarding this Privacy Policy please contact us using the following details: write to us at Edenoak Ltd T/A Digital Home, 13 The Rise, Sevenoaks, KENT TN13 1RG, call us on +44 (0) 330 133 3693 or email us at hello@digitalhomeuk.com.