

At Date Sultan we are committed to keeping your personal data safe and secure.

If you have any questions about our Privacy Policy, please info@datesultan.com.

Our Privacy Policy gives you detailed information on when and why we collect your personal information, how we intend to use it and how we keep it secure. This Policy also sets out your right in relation to your personal information. This Policy works in conjunction with our terms and conditions and only applies to the personal information that we obtain, not information that may be collected from your interactions with third parties.

Any changes we make to our Policy in the future will be posted on this page and, where appropriate, notified to you on the website or by e-mail. It was last updated on 18th May 2018.

This Policy relates to the Date Sultan. This Policy is issued on behalf of the Date Sultan Limited so when we mention "Date Sultan", "we", "us", or "our" in this Policy we are referring to the Date Sultan Limited that is responsible for processing your information. References to "you" and "your" are references to customer or potential customers and users of our website.

Date Sultan Limited, a Private limited company incorporated in England and Wales with company number 13686903 and registered office at Kemp House, 152-160 City Road, London, England, EC1V 2NX the controller and responsible for this website.

In this Policy the term "Data Protection Legislation" means the EU General Data Protection Regulation 2016/679 and the Privacy and Electronic Communications (EC Directive) Regulations 2003 as may be amended or replaced; together with all other applicable legislation in force from time to time relating to privacy or data protection.

1) How we collect your personal information

We collect your information at the point you decide to interact with us. This could include purchasing online, signing up for our email newsletter, over the telephone, or in person when you sign up in our stores or market stands to receive information from Date Sultan.

2) The Data we collect

We are committed to only collecting information about you that is necessary to carry out our business, provide the particular products or services you've requested and to keep you up to date about all the latest news from Date Sultan.

It's your choice if you want to give us your personal information. However, if you decide not to, you may not be able to buy from our website, and you may not receive the optimal customer experience.

3) How we use your Data and why

We like to get to know our customers and provide them with the best possible experience. We use information we collect about you in a number of ways, including to provide the products and services that you have requested, offering you a personalized experience and informing you about our special events and exciting news, so that we can offer the best possible experience. We will also contact you to give you assurance that your delivery is on its way or if we have a query about your delivery.

Under the Data Protection Legislation, this allows us to process your data in the following way:

- for the performance of our contract to provide you with products or services you have purchased or in order to take steps at your request prior to you entering into that contract;
- in order to comply with a legal obligation to which we are subject; or
- for the purposes of the legitimate interests that we pursue; which are (i) to give you the best service/products; (ii) to optimise your customer experience and provide you with a safe, smooth, efficient, and customised experience; (iii) to run and administer our business; (iv) to

discharge our legal obligations; (v) to prevent and detect fraud; and (vi) to evaluate, develop and improve our products and services.

We will 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).

Your data is also anonymised and then used to optimise Date Sultan systems and procedures.

We have set out in more detail below the specific purposes for using your information and the legal basis we are relying on to process your information.

4) Sharing Your Information

Except as expressly set out in this Policy we will not sell, personal information to third parties, we will not sell any of your personal data to a third party unless we have your permission or are required by law to do so. You can opt out of 3rd party data permission for marketing purposes at any time by contacting us at info@datesultan.com.

However we may share your data with some companies as an essential part of being able to provide our products and services to you.

When we share any of your data we ensure that only the data required is shared and that it remains secure. We also ensure that your data is removed by the partner as soon as it's no longer required.

Where we share data, we have a contractually binding agreement with each and every external company that clearly:

- Describes how they use any such customer data
- Sets out why they need it
- Sets out their obligations regarding the way they keep it secure
- How they are accountable for upholding the agreement

We are required to co-operate with regulators like HRMC or ICO as well as law enforcement like the Police or Fraud Office. They can require us to share data, including your personal data, with them as part of investigations. We would only share the required data to comply with their demands when we believe the disclosure is essential.

5) Will We Transfer Your Information Overseas?

The information that we collect from you may be transferred to, and stored at a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services.

When we, or our permitted third parties, transfer your information outside the EEA, we or they will impose obligations on the recipients of that data to protect your information to the standard required in the EEA or otherwise require the recipient to subscribe to international frameworks intended to enable secure data sharing. In the case of transfers by us, we will put in place appropriate safeguards to ensure that your information remains adequately protected. If you would like more details about the safe guards that we rely on, please contact us info@datesultan.com.

6) Marketing Messages and How To Un-Subscribe

We like to get to know our customers and provide them with the best possible experience. We may use your information to form a view on the products or services we think you would like, or that may be of interest to you.

You will receive marketing messages from us if you have requested information from us or purchased products or services from us and, in each case, you have not opted out of receiving that marketing. We may also market to you if we have received your express consent to do so including where we have collected your details in connection with a competition or other promotion and you have agreed to receive marketing from us. More details about the types of marketing communications we might send you are included in Section 3 above.

You can stop receiving marketing messages from us at any time. Once you do this, we will update profile to ensure that you don't receive further marketing messages. Note that stopping marketing messages will not prevent us from sending you service communications; so you will still receive order updates and delivery information. Similarly opting out of marketing does not stop us processing your data for analysis and profiling. You can request we stop using your data for processing too but submitting a right to be forgotten request to info@datesultan.com.

You can unsubscribe in a number of ways.

- If you do not wish to receive any further posted mailings from us, please email: info@datesultan.com. Please ensure you include your full name and address as well as account or order number if applicable. As catalogues are printed in advance, it may take up to 8 weeks for the process to be complete, for emails it may take up to 4 weeks.
- You can unsubscribe from email and SMS messages, including our newsletters and alerts, at any time by clicking the un-subscribe link that comes within every communication we have sent to you. Or, you can log in to your account and update your preferences in the My Account Section of our website.
- The action of unsubscribing from email will also opt you out of any digital marketing custom audience targeting which requires a match via your email address. This includes social media, search providers and targetable content. However, you may still see our promoted social network posts where you fall into audiences we're targeting from social media's proprietary data or if you follow Date Sultan or wider estate accounts (including international and other brands) social media accounts. You can choose to manage who you follow and what data your social network uses of yours in each platform.
- If you have opted in on our website to receive offers in the post from companies who we think may be of interest to you, but have now changed your mind, please login to the My Account Section of our website and change your preferences.
- Alternatively, just email info@datesultan.com with "UNSUBSCRIBE REQUEST" in the subject line and the email address that you wish to be removed within the email. We will action any unsubscribe request from you as promptly as possible.

7) Date Sultan Adverts Online

Like most companies selling products and services online, we engage in online advertising that appears on third party websites to keep you aware of what we're up to and to help you see and find our products and access our services. We target Date Sultan banners and ads to you when you are on other websites and apps. We do this using a variety of digital marketing networks and a variety of advertising technologies like pixels, ad tags, cookies and mobile identifiers, as well as specific services offered by some sites and social networks, such as Facebook Custom Audience Service.

The banners and ads you see will be based on information we hold about you, from what you've bought in the past or browsed on our website.

As stated in how to unsubscribe, above in section 6, the act of unsubscribing from email marketing will stop our use of identifying you through the match of your email address in custom audiences in other digital marketing including social media networks and search providers. However you may still see Date Sultans digital adverts including social posts and paid search adverts if you fall into the

platform provider's audiences we're also targeting or follow our social media accounts. You can manage your privacy through each provider's platforms individually.

We would always encourage you to become familiar with the privacy policy of the other websites as our Policy applies solely to the personal information collected by us through our service and does not apply to these third party websites.

8) Keeping your information

We'll hold on to your information in line with our customer retention policy. We only retain information for as long as it is required for the purposes set out above or as may be required to comply with a legal or regulatory obligation to which we are subject. If it is reasonably necessary or required to resolve a dispute, prevent fraud and abuse, or enforce our terms and conditions, we may keep hold of some of your information, even after it is no longer needed to provide products or services to you.

9) Data security

We are committed to keeping your information safe and we take your online security seriously. 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.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your personal information transmitted to us or provided through the website and any transmission is at your own risk.

10) Your legal rights

You have a lot of rights relating to your personal information: And it is important to us that you understand what these rights are and how you can exercise them.

If you want to exercise your rights, have a complaint, or just have questions, please contact us:

Email: info@datesultan.com

Telephone: 07853133324

Write to: Date Sultan Limited, Kemp House, 152-160 City Road, London, England, EC1V 2NX

What we may need from you- 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 in order to speed up our response.

Time limit to respond – Any request for access to a copy of your personal data must be in writing. We try to respond to all legitimate requests within one month in compliance with Data Protection Legislation. Occasionally it may 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.

Updated 15th June 2022