

PRIVACY NOTICE

This Privacy Notice describes how and why Barfly collects and processes personal information through any of our projects or services.

Controllers of Personal Information

Barfly Ltd (8928489), Barfly c/o Cubo Group, Holden House, 57 Rathbone Place, London, W1T 1JU, United Kingdom, re data controllers of personal information collected and processed during our projects or using our services.

The Personal Data We May Collect

We collect your personal information (mainly through Audio and Video) in order to provide information on our client's products and services through the projects we conduct for them.

Here are the types of information we gather:

- Information you give Barfly as participants:
We receive information about you (name, email etc) as set out in our project consent form. In-addition during your participation in any Audio or Video capture of your opinions we will have images and possible identification of you by name in such recordings. Any written or electronically supplied personal data will be kept separate from the video/audio content and never disclosed without your prior consent. You can choose not to provide certain information but then you might not be able to take part in the project, but it is always your choice.
- Automatic information:
We automatically receive and store certain types of information when you use our website, such as information about your use, including your interaction with content. Like many websites, we use cookies and other unique identifiers and we obtain certain types of information when your web browser or device accesses our site.
- Information from other sources:



We might receive information about you from other sources. If for example you are employed by our client and they provide this information, in participating in our projects you will be made aware of this and your employer will be asked to seek your consent prior to any work starting.

Purpose Of Barfly Processing Your Personal Information

We process your personal information to operate and provide our services to our customers, this is part of research projects. These will include:

- Interviewing you as an individual:
We use your personal information to make sure you fit the specific type of person we are looking for in the location we are working in. For example: You drink Gin and live in London.
- Interviewing you as part of a group:
We use your personal information to make sure you fit a profile of the group we are looking for. For example: You are in the age 25-30 and live in New York.
- We may need to comply with legal obligations:
In certain cases, we have a legal obligation to collect and process your personal information. For instance, we collect information on your age as the project would involve drinking of Alcohol.
- We will need to communicate with you:
We use your personal information to communicate with you on the project or follow up on a project this would be via different channels (e.g. by phone, email, post etc).
- Use of the video/audio content in advertising:
We may use the video/audio content on our website to advertise our services.
- Fraud Prevention:
We process personal information to prevent and detect any fraud and abuse in order to protect the security of our customers.
- We will always seek your consent:



We will ask for your consent to process your personal information for a specific purpose that we communicate to you. When you consent to our processing your personal information for a specified purpose, you may withdraw your consent at any time, and we will stop processing of your data for that purpose.

Use of Cookies

To enable our systems to recognise your browser or device we may use cookies. For more information about cookies and how we use them, please read our cookie policy.

How Will Barfly Share Your Personal Information?

Information about our participants or customers is an important part of our business and we will not pass on or sell personal information to others. Unless specified to you only the video or audio information may be passed on, used by us or used by customers. We will not pass on, without your consent, any information outside of the video/audio content.

During the capture of video/audio we may use 3rd party interviewers or companies as sub-contractors of Barfly. These 3rd parties may capture and pass back to us your personal information. At all times on all projects they will not use or retain such information once the project has been completed, further details below.

Third Party Service Providers

We employ other companies and individuals to perform functions on our behalf. Examples include interviewing, videoing, delivering products to you, sending e-mails, removing, analysing data, providing marketing assistance, processing of any payments due to you, transmitting content, and providing customer services and so on. These third-party providers have access to personal information needed to perform their functions. They may not use it for other purposes. Further, they must process the personal information in accordance with any Barfly Privacy Notice and as permitted by applicable data protection laws with in the territory that they operate.

Dealing With Outside European Economic Area

Whenever we transfer personal information to countries outside of the European Economic Area in the course of sharing information, we will ensure that the information is transferred in accordance with this Privacy Notice and as permitted by the applicable laws on data protection in the collection territory

The Security Of Your Information

Our systems are built to make sure that that your security and privacy are respected.

- We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software as necessary.
- We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of personal customer information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information for example proof of age.
- Our devices offer security features to protect them against unauthorised access and loss of data.

Access To My Personal Information

You can request information on what we hold by submitting a subject access request to Barfly's DPO, we will with-in 28 days advise you of any information that we are holding.

If you have any questions or objection as to how we collect and process your personal information, please contact our DPO - Nick Dudley- Williams email: nick@barfly.pm.

Your rights:

- As described above, you can choose not to provide certain information but then you might not be able to take part in our projects.
- You can add or update certain information if it is incorrect and if we do update it, we will keep a copy of any previous version for our records.
- If you don't want to receive any e-mail or other communications from us, please contact our DPO (as above).

- This is to confirm that we do not use cookies but the “Help” features on most browsers and devices will tell you how to prevent your browser or device from accepting new cookies, how to have the browser notify you when you receive a new cookie or how to disable cookies altogether.
- When you provide consent for the specified purpose then we will not, without further consent process or otherwise use that information for any other purpose.
- Subject to applicable law, you have the right to request access to, correct, and request us to delete your personal data, and to ask for data portability. You may also object to our processing of your personal data or ask that we restrict the processing of your personal data in certain instances. We will where practically possible agree to this, but for example if you are part of a group video you will be advised and have agreed to taking part on that basis and it may therefore not be possible to exclude you from that video or remove you. In this instance (and others) on giving consent and taking part you have agreed that the altering or destruction of your personal information will not be possible.

Children

At no time will Barfly solicit or include children or persons under the age of 18. If by accident persons under 18 are included in backgrounds to videos, then this is by accident for which we apologise and would not form part of the purpose of the project. If you're under 18, you may not take part in Barfly projects without the consent and involvement of a parent or guardian.

Duration Of Personal Information Retention

We keep your personal information for as long as it is required in order to fulfil the relevant purposes described in this Privacy Notice or specific project. This could be required by law (e.g. For tax or age restrictions). We will retain video images and details of these for no more than 10 years.

Contacts, Notices & Revisions

If you have any concern about privacy at Barfly, please contact our DPO.

As our business changes constantly and territories also change requirements on a regular basis our Privacy Notice will change from time to time. You should check our website



frequently to see any recent changes. Unless stated otherwise, our current Privacy Notice applies to all information that we hold and process.

A Note On EU-US And Swiss-US Privacy Shield And Other Territories

Barfly will adhere to the EU-US and Swiss-US Privacy Shield Frameworks regarding the collection, use, and retention of personal information from European Union member countries, the United Kingdom, and Switzerland to the US or Switzerland. We will adhere to the Privacy Shield Principles. To understand more please look at <https://www.privacyshield.gov/welcome>.

Please note that we are not a US company so would not be registered under the framework.

Barfly may provide personal information to third parties to perform services on our behalf. If we transfer personal information or received personal information that may be applicable to the Privacy Shield, to any third party, then the third party's access, use, and disclosure of that information must also comply with Privacy Shield obligations.

Please also note that as Barfly collects data globally, we therefore undertake to comply with any privacy regulations with-in the territory in which we are working or make sure that any 3rd party complies with any territorial privacy requirements where we are working.

Contact

Questions or further information requests should be directed to Barfly's Data Protection officer:

Nick Dudley- Williams

nick@barfly.pm

ICO – Registration - A8451951