

APPRECIATE LIMITED PRIVACY POLICY

Contents

SECURITY AND PRIVACY	2
DATA PROTECTION.....	2
COMMUNICATIONS.....	2
TRACKING EMAILS	2
“OPTING-OUT” OF MARKETING COMMUNICATIONS	3
PERSONAL DATA BELONGING TO OTHERS.....	3
GDPR COMPLIANCE.....	3
YOUR RIGHTS	4
VARIATIONS.....	7

INTRODUCTION

This Privacy Policy tells you what to expect when Appreciate Limited (“**Appreciate**”), collects personal information. This policy applies to all Subsidiary Companies as listed below.

- Park Retail Limited (ICO Reference Z8940774)
- Park Card Marketing Services Limited (ZB759197)
- Park Card Services Limited (Z2000376)

This policy is intended to give you a better understanding of the data we collect from you and how it is stored and used.

Appreciate & its Subsidiary Companies have their registered office at Valley Road, Birkenhead, Merseyside, CH41 7ED and throughout this privacy policy these companies shall together be referred to as “**our/us/we**”.

This privacy policy together with our website terms and conditions and cookie policy (both of which can be accessed by following the links at the footer of this website) set out the basis on which you visit and use our website and place orders.

Please read them carefully as they contain important information and by visiting and using our website you agree that you have read, understand and agree to it.

If you want to ask us anything about this privacy policy or have any comments on or complaints about this website, then please contact us using the contact details shown on this website.

SECURITY AND PRIVACY

We use internet standard encryption technology to scramble your data when you transmit it to us. This process is known as TLS (transport layer security) and provides you with the maximum practicable level of security. To check that you are in a secure area of our site look at the bottom of your browser and you will see a closed padlock or an unbroken key.

Your security and peace of mind are of the utmost importance to us, and we are constantly striving to safeguard them.

DATA PROTECTION

By placing an order with us and/or giving data to us you confirm that you are over the age of 18 and that you understand and agree that the information you provide will be held on our database and that it will be shared by all subsidiary companies of Appreciate.

A full list of these companies is available by writing to the Data Protection Officer, 20 Chapel Street, 4th Floor, Love2Shop, L3 9AG or via email DataProtection@love2shop.co.uk

Appreciate shall be the data controller for the purposes of data protection legislation and Park Retail is the operating company.

The information you provide will be used by us and any necessary third parties to provide you with the products and services you request.

COMMUNICATIONS

We may communicate with you where there is a legitimate business interest to do so. This may include sending you operational communications - for example for customer care purposes or to keep you updated about the progress of your order, when it will be delivered and thereafter any changes to the products and services ordered.

Our communications may be sent by email, telephone (including SMS), via social media platforms (i.e. Facebook/ X /Instagram etc.), post, and/or any other appropriate means including new technology.

We never make your personal details available to third party companies for their purposes alone.

TRACKING EMAILS

We may track our emails by including a tiny image file, known as a tracking pixel/beacon/cookie, within certain emails that we send to you.

We track our emails to help us improve the performance of our email campaigns and to help ensure that our emails have been read by you and/or are of interest to you.

Tracking our emails in this way may enable us to gather the following personal data from your device (this list is not exhaustive): confirmation that you opened our email; when you opened our email; how many times you opened our email; from which server you opened our email, including the server's IP address

(and therefore location); which type of device, operating system and/or software you used to open the email; which link(s) to our website(s) you clicked within the email; and when combined with Google Analytics data, certain activity you subsequently carry out on our website(s).

By using our website or otherwise submitting your email address to us, you agree to us tracking our emails, as detailed above.

If you do not want us to track our marketing emails you should “opt-out” of our marketing communications, as detailed directly below.

OPTING OUT OF MARKETING COMMUNICATIONS

When you first provide us with your personal data, you will be provided the option to “opt-in” to marketing communications.

Each marketing communication via email will have an unsubscribe button at the bottom of the email, where you can opt out of marketing.

Each marketing communication via text message will also provide instructions on how to opt out of marketing.

You can also contact us on info@love2shop.co.uk to request to be opted out of marketing.

PERSONAL DATA BELONGING TO OTHERS

If you provide us with any personal data that does not belong to you:

1. the data owner must be over the age of 18;
2. you do so having first obtained the data owner’s consent & be able to evidence you have authority to provide this data, in accordance with all applicable data protection laws;
3. the terms of this privacy policy shall apply to such personal data as if the data owner had provided us with their personal data directly; and
4. you agree that we may inform the data owner that you have provided us with their personal data.

GDPR COMPLIANCE

The following information is provided in accordance with Article 13 of the General Data Protection Regulations (“**GDPR**”).

The identity of your data controller is Appreciate Limited.

Your personal data will be processed internally by Appreciate companies to enable us to deliver the products and services you have purchased from us.

Your personal data may also be processed by carefully selected third parties (acting as our data processors) so that they can provide us with their products and services which, in turn, enable us to deliver our products and services to you.

Service Messaging

As part of providing products, services & ongoing support, we may need to send you service-related communication that is necessary for the effective delivery and ongoing management of our services. These messages are not promotional in nature but are essential to fulfilling our service & keeping you updated, where necessary.

Such messages may include (but are not limited to):

- Order confirmation and delivery updates
- Redemption instructions or balances updates to your product or account
- Transactional information on your account or card
- Changes to our terms and conditions, policies or products that directly affect your use of our services
- Support-related follow ups when you've contact us with any issues.

These communications are a vital part of improving the service we provide & to keep you informed of any important updates.

The personal data that we (including any of our Subsidiaries Companies) collect from you may be transferred, processed and/or stored outside of the European Economic Area ("EEA"). This may take place by ourselves or one of our subcontractors or suppliers in accordance with all applicable data protection law.

By using our website or otherwise submitting personal information to us, you agree to this transfer, storing or processing and acknowledge that this may mean that your personal information may not be protected by standards similar to those in the EEA.

Your personal data will be processed by us for a period consistent with the GDPRs, and for no longer than is necessary.

YOUR RIGHTS

If your personal data is stored, transferred or processed at any time by Appreciate, your rights with regards to that data are as follows:

Article 15

Right of access ("Data Subject Access Request")

Further to the information that is set out within this privacy policy, you have the right to obtain from us without undue delay whether or not your personal data is being processed by us, and, where that is the case, access to the personal data and the following information:

- a) the purposes of the processing;
- b) the categories of personal data concerned;
- c) the recipients or categories of recipient to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations;
- d) where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;
- e) the existence of the right to request from us rectification or erasure of personal data or restriction of processing of personal data concerning you or to object to such processing;
- f) the right to lodge a complaint with a supervisory authority (this being UK's Information Commissioners Office);

- g) where the personal data are not collected from you, any available information as to their source;
- h) the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) and, at least in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

Article 16

Right to rectification

You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you, in accordance with the GDPRs. Considering the purposes of the processing, you have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

Article 17

Right to erasure ('right to be forgotten')

You have the right to obtain from us the erasure of personal data concerning you without undue delay, in accordance with the GDPRs. This shall not apply to the extent that processing is necessary; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.

If you exercise your right to erasure, you understand, agree and acknowledge that we may be unable to deliver some or all the products and services that you have ordered and/or enquired about.

Article 18

Right to restriction of processing

You have the right to obtain from us the restriction of processing, in accordance with the GDPRs. Where processing has been so restricted, such personal data shall, with the exception of storage, only be processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the European Union or of a European Member State.

If you exercise your right to restriction of processing, you understand, agree and acknowledge that we may be unable to deliver some or all the products and services that you have ordered and/or enquired about.

Article 20

Right to data portability

You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to another without hindrance from us where:

- a) the processing is based on consent pursuant to Article 6(1)(a) or Article 9(2)(a) or on a contract pursuant Article 6(1)(b); and
- b) the processing is carried out by automated means.

Article 21

Right to object

You have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data, in accordance with the GDPRs. In such circumstances we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims. If you exercise your right to object, you understand, agree and acknowledge that we may be unable to deliver some or all of the products and services that you have ordered and/or enquired about.

Disclosure of Personal Information

We may from time to time disclose information as follows;

- Your personal data to appropriate investigatory and regulatory authorities when required by law to do so
- Your information to a supplier if required to fulfil a service to you
- Payment processors to purchase goods & services
- We may provide your information to other companies within the PayPoint Group if they provide services to us or if they provide similar services to the ones you use, provide or have expressed an interest in using of providing.

Where you make the request by electronic means, and unless otherwise requested by you, the information shall be provided in a commonly used electronic form.

We will need to confirm your identity in order to access your personal data or to enforce any of your rights under GDPR.

Withdraw Consent

You also have the right to withdraw your 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.

Complaints

Appreciate has appointed a Data Protection Officer (DPO) who is responsible for assisting individuals with exercising their rights & overseeing any queriers in relation to this Privacy Policy.

Please write to our DPO should you have any questions. Their information is below:

Email: DataProtection@love2shop.co.uk

Postal: DPO,
20 Chapel Street,
4th Floor Love2Shop
Liverpool
L3 9AG

You can also contact the Information Commissioner's Office (ICO), who are an independent supervisory authority for data protection in the UK.

You can also complain to them if you are unhappy with how we have used your personal data.

The ICO's details:

Postal: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
Telephone: 0303 123 1113
Website: ico.org.uk

VARIATIONS

We may vary this policy at any time and any variations that we make will be displayed on this page by uploading an updated version of the policy.

You should check this page frequently for any variations and you agree that this is an appropriate method to vary this policy.

This policy was last updated June 2025.