

WELCOME TO NEXT GEN GM'S PRIVACY POLICY

Next Gen GM respects your privacy and is committed to protecting your personal data. This Privacy Policy will inform you as to how we collect and look after your personal data when you visit our website, regardless of where you visit it from, and tell you about your privacy rights and how the law protects you.

It is important that you read this Privacy Policy so that you are fully aware of how and why we are using your data. Next Gen GM is the controller and responsible for your personal data which is collectively referred to as "Next Gen GM", "we", "us" or "our" in this Privacy Policy.

We keep our Privacy Policy under regular review. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

WHAT DATA DO YOU COLLECT ABOUT ME?

Personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed, known as anonymous data. We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** including name and job title.
- **Contact Data** including email address, postal address and telephone numbers.
- **Technical Data** including internet protocol (IP) address, your login data and other technology on the devices you use to access this website.
- **Profile Data** including your username and password, your interests, preferences, feedback and survey responses.
- **Usage Data** including information about how you use our website, products and services.
- **Marketing and Communications Data** including your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Policy.

Where we need to collect personal data and you fail to provide that data when requested, we may not be able to

HOW IS MY PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through direct interactions and automated technologies or interactions.

WHAT ARE DIRECT INTERACTIONS?

You may give us your data by filling in forms or by corresponding with us. This includes personal data you provide when you:

- Apply for our products, services or tickets.
- Subscribe to our service or publications.
- Request marketing to be sent to you.
- Enter a competition, promotion or survey.
- Give us feedback or contact us.

WHAT ARE AUTOMATED TECHNOLOGIES OR INTERACTIONS?

As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We will also receive Technical Data from analytics providers.

WHY DO YOU NEED MY PERSONAL DATA?

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform services we are about to enter into or have entered into with you or provide products or tickets.
- Where it is necessary for our legitimate interests and your legal rights do not override these.
- Where we need to comply with a legal obligation.
- Where you have given your consent for us to collect and use it. We will get your consent before sending third party direct marketing communications to you via email or text message.

HOW DO YOU USE MY PERSONAL DATA?

We have set out below a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

PURPOSE OR ACTIVITY	TYPE OF DATA	LAWFUL BASIS FOR PROCESSING
To register you as a new member	a. Identity b. Contact	a. Performance of a contract with you
To manage our relationship with you which will include: a. Notifying you about changes to our terms and conditions b. Asking you to leave a review or take a survey	a. Identity b. Contact c. Profile d. Marketing and Communications	a. Performance of a contract with you b. Necessary to comply with a legal obligation c. Necessary for our legitimate interests (to keep our records updated and to study how members use our products or services)
To enable you to partake in a prize draw, competition or complete a survey	a. Identity b. Contact c. Profile d. Usage e. Marketing and Communications	a. Performance of a contract with you b. Necessary for our legitimate interests to study how members use our products or services, to develop them and grow our membership
To administer and protect our business and this website including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data	a. Identity b. Contact c. Technical	a. Necessary for our legitimate interests for running our business, provision of administration and IT services, network security and to prevent fraud b. Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	a. Identity b. Contact c. Profile d. Usage e. Marketing and Communications f. Technical	a. Necessary for our legitimate interests to study how members use our products or services, to develop them, to grow our business and to inform our marketing strategy
To use data analytics to improve our website, products or services, marketing, member relationships and experiences	a. Technical b. Usage	a. Necessary for our legitimate interests to define types of members for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy
To make suggestions and recommendations to you about goods or services that may be of interest to you	a. Identity b. Contact c. Technical d. Usage e. Profile f. Marketing and Communications	a. Necessary for our legitimate interests to develop our products or services and grow our business

WILL YOU USE MY PERSONAL DATA FOR MARKETING PURPOSES?

advertising. We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you, we call this marketing.

You will receive marketing communications from us if you have requested information from us or used our services and you have not opted out of receiving those communications. We will get your express consent before we share your personal data with any third party for marketing purposes.

HOW DO I OPT OUT OF RECEIVING MARKETING COMMUNICATIONS?

You can ask us or third parties to stop sending you marketing communications by contacting us at any time.

WHO DO YOU SHARE MY PERSONAL DATA WITH?

We may share your personal data with third parties outside of the United Kingdom who provide IT and system administration services. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

HOW IS MY DATA SECURE?

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used and accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those who have a business need to know and will only process your personal data on our instructions and are subject to a duty of confidentiality.

HOW LONG WILL YOU KEEP MY PERSONAL DATA FOR?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

WHAT ARE MY RIGHTS?

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These are the rights to:

- Request access to your personal data.
- Request correction of your personal data.

- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

If you wish to exercise any of the rights set out above, please contact us, you will not have to pay a fee to access your personal data or to exercise any of the other rights. However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or alternatively we could refuse to comply with your request in these circumstances.

WHAT HAPPENS IF I CLICK A THIRD-PARTY LINK?

This website may include links to third party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third party websites and are not responsible for their privacy statements and when you leave our website we encourage you to read the Privacy Policy of every website you visit.

WHO DO I CONTACT?

If you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact nextgenm@outlook.com.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the United Kingdom supervisory authority for data protection issues (www.ico.org.uk). However, we would appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

NEXT GEN GM LIMITED REGISTERED IN ENGLAND AND WALES
71-75 SHELTON STREET, COVENT GARDEN, LONDON, WC2H 9JQ
COMPANY NUMBER 12597963