

Personal Data we Collect

Arema collects data from you, through our interactions with you and through our products. You provide some of this data directly, and we get some of it by collecting data about your interactions, use and experiences with our products. The data we collect depends on the context of your interactions with Arema and the choices that you make, including your privacy settings and the products and features that you use. We may also obtain data about you from third parties.

You have choices when it comes to the technology you use and the data you share. When we ask you to provide personal data, you can decline. Many of our products require some personal data to provide you with a service. If you choose not to provide data necessary to provide you with a product or feature, you cannot use that product or feature. Likewise, where we need to collect personal data by law or to enter into or carry out a contract with you, and you do not provide the data, we will not be able to enter into the contract; or if this relates to an existing product you're using, we may have to suspend or cancel it. We will notify you if this is the case at the time. Where providing the data is optional, and you choose not to share personal data, features like personalisation that use such data will not work for you.

How We Use Personal Data

Arema uses the data we collect to provide you rich, interactive experiences. In particular, we use data to:

Provide our products, which includes updating, securing and troubleshooting, as well as providing support. It also includes sharing data, when it is required to provide the service or carry out the transactions you request;

Improve and develop our products;

Personalise our products and make recommendations; and

Advertise and market to you, which includes sending promotional communications, targeting advertising and presenting you relevant offers.

We also use the data to operate our business, which includes analysing our performance, meeting our legal obligations, developing our workforce and doing research.

Reasons We Share Your Data

We share your personal data with your consent or to complete any transaction or provide any product you have requested or authorised. We also share data with Arema-controlled affiliates and subsidiaries; with vendors working on our behalf; when required by law or to respond to legal process; to protect our customers; to protect lives; to maintain the security of our products; and to protect Arema and its customers' rights and property.

How to Access and Control your Personal Data

You can also make choices about Arema's collection and use of your data. You can control your personal data that Arema has obtained, and exercise your data protection rights, by contacting Sandra.birchmore@arema.co.uk. How you can access or control your personal data will depend on which products you use.