

## **PRIVACY POLICY**

**Last updated: September 2018**

We (Camelot UK Lotteries Limited, operator of The National Lottery) are committed to protecting your privacy and promise to collect, process and share your data safely and securely when you use [www.cinemaday.co.uk](http://www.cinemaday.co.uk) website ('Website'). This Privacy Policy tells you how we do this and what your rights are. Any personal data processed in line with this Privacy Policy is controlled by us, as the data controller.

Your privacy is really important to us. We handle your information securely and confidentially, and we will not sell your information to third parties.

### **Our Privacy Promise**

**Transparency** – We will always tell you what data we're collecting about you and how we use it. We only share your data with trusted partners and will never sell your data.

**Secure** – We are committed to always follow industry best practices to ensure your data is stored safely and securely. We protect the confidentiality, accuracy and availability of the information we collect about you.

**Control** – We will always give you control over the marketing you receive from us. You can choose the types of messages you receive and whether you want to stop receiving marketing communications.

Any changes that we may make to this Privacy Policy in the future will be posted on our websites. Where appropriate, we will notify you of the changes when you next visit this Website.

This Privacy Policy was last updated on 10<sup>th</sup> September 2018.

### **Your information**

You have the ability to submit your postcode on this Website. No other data will be collected on this Website. Should you be led from this Website to, or enter or visit, the National Lottery website, or otherwise submit your data to us, the privacy policy for the National Lottery website shall apply. The privacy policy for the National Lottery website can be accessed via the following link

<https://www.national-lottery.co.uk/privacy-policy#howweuse>.

### **How we use your information**

We will use the information that you submit on this Website for the purpose of locating cinemas near you. Our legal basis for doing this is that it is necessary for yours and our legitimate interest to use your information for this purpose in order to provide you with the information you have requested, that is, the location of cinemas near you.

We will also use your personal data to create aggregated data sets for the purpose of analytics. You are not identifiable from that aggregated data and it is not considered personal data.

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 as set out in the National Lottery websites privacy policy, which is accessible via the following link <https://www.national-lottery.co.uk/privacy-policy#howweuse>.

All other information you may otherwise provide us will be processed in accordance with the National Lottery websites privacy policy, which is accessible via the following link <https://www.national-lottery.co.uk/privacy-policy#howweuse>.

### **Retention of information**

We may need to archive certain information about you for legal and regulatory reasons. All personal information is held in accordance with the registration we have with the [Information Commissioner's Office \(ICO\)](#). We also take security very seriously, so while we hold your information we make sure it is safe. Find out more in the [Security](#) section below.

### **Sharing your information**

We are sometimes required to share information with the Gambling Commission as a requirement of our operating Licence. If requested by the police or other regulatory or government authority investigating suspected illegal activities, we are also entitled to share personal information with them.

Whilst we may share your information, we will never sell it.

Please be aware that the Website is hosted by a Third Party provider who will have access to the data you submit on this Website for the purposes of hosting the Website.

Our trusted business partners process your information in line with their own privacy practices. Your information will not be transferred to countries outside the European Economic Area.

### **Security**

We have put various measures in place to protect your personal data:

- We are independently certified to a number of industry recognised standards, including ISO27001 which helps us maintain the highest levels of security across our entire business.
- We are a founding member of the World Lottery Association (WLA) and therefore comply with, and are regularly audited on, the WLA Security Control Standards for our gaming processes.
- Our online security controls maintain confidentiality at all times, specifically for secure card payments. We are certified to the payment card data security standards (PCI-DSS) and never store card details.
- Our entire site is accessed using https rather than http, meaning that all information that is sent and received is encrypted for additional security. You can see this in the address bar of your browser.

- As described in this Privacy Policy, we may in some instances disclose your personal data to third parties. Where we do, we require that third party to have appropriate technical and organisational measures in place to protect your personal data; however in some instances we may be compelled by law to disclose your personal data to a third party, and have limited control over how it is protected by that party.
- Our websites are regularly audited by an independent auditor to ensure we maintain our security accreditations.

## Your rights

You have the right:

- to ask us not to use your personal data for direct marketing. To do so, visit your [Email preferences](#) and [Personalisation settings](#) within your account. See further information on how to do this [above](#).
- to ask us not to process your personal data where it is processed on the basis of legitimate interests, if there are no compelling reasons for that processing;
- to request from us access to personal information held about you (see [below](#));
- to ask for the information we hold about you to be rectified if it is inaccurate or incomplete;
- to ask that we stop any consent-based processing of your personal data after you withdraw that consent;
- to ask, in certain circumstances, to delete the personal data we hold about you;
- to ask, in certain circumstances, for the processing of that information to be restricted; and
- to ask, in certain circumstances, for data portability.

## Contact Us

If you have any questions about our Privacy Policy, including any requests to exercise your rights, please contact the **Data Protection Officer** using the details set out below:

By post to:

**Data Protection Officer**  
**Camelot UK Lotteries Limited**  
**Tolpits Lane**  
**Watford**  
**Hertfordshire**  
**WD18 9RN**

By email to:

[dpo@national-lottery.co.uk](mailto:dpo@national-lottery.co.uk)

In order to request a copy of the personal data that Camelot holds about you, please send your request in writing to the Data Protection Officer at the above address. To enable us to

verify your identity and process your request, you must include all of the following information and documentation with your request:

- your full name;
- the email address registered to your account;
- a description of the data that you are requesting, including a date range;
- a copy of your current and valid photo ID (e.g. passport photo page);
- proof of your address in the form of a photocopy of a utilities or service provider bill; and
- the date of the request.

If you are unhappy with our processing of your personal data, you have the right to complain to the Information Commissioner's Office (ICO) at any time. The ICO's contact details are available here: <https://ico.org.uk/concerns/>. We would, however, appreciate the chance to deal with any concerns before you approach the ICO, so please contact the Data Protection Officer by email in the first instance.