

## Lumen Prize Privacy Policy

The purpose of this Privacy Policy is to let you know what kinds of information we may gather about you, how we may use that information, whether we disclose it to anyone, and the choices you have regarding our use of the information. Words and phrases used in this Privacy Policy have the same meaning as is attributed to them in the Lumen Prize Terms & Conditions.

1. Personal data, or personal information as we sometimes call it, means data that relates to an identifiable living person. Members will from time to time provide us with personal data, such as the following:

- name, address, email address, telephone number(s), and sometimes payment information, such as credit card or bank account numbers;
- information based on your activities on our site (such as relating to your entries);
- correspondence sent to us and correspondence sent to us by you;
- other information from your interaction with our sites, services, content and advertising, including computer and connection information, statistics on page views, traffic to and from our website, ad data, IP address and web log information; and
- information we ask you to submit to verify your identity.

2. Your personal data will be collected, processed, stored and used by us, and passed to and processed by our subsidiary and/or affiliated companies and other data processors acting under contract with us to provide and promote the competition, to process payments you make to us, to provide customer support, and for other purposes referred to in this Privacy Policy and our Terms and Conditions. It is possible that some of the computer systems and companies that process your data on our behalf may be based in countries outside the European Union (“EU”). Countries outside the EU may not have as well developed data protection laws to protect your information as those inside the EU, but we will contractually require that personal data which is processed on our behalf is treated in compliance with EU laws and this Privacy Policy.

3. Cookies are small files which, depending on your browser settings, may be automatically stored on your computer's hard drive when your Web browser accesses a specific Web page. The cookies on our site are set by us, or (where an advertiser deploys a cookie) by the advertiser. You may not be able to obtain and use an account on our site if your browser is set to reject cookies. You can find out how to manage cookies, and to make the changes to your browser that we refer to above at this site: <http://www.allaboutcookies.org/manage-cookies/>

4. We may also include very small files provided by one or more online advertising networks that help them more precisely to target advertising to users of our website based on users' activity on websites within those networks. These files do not access or use information by which users can be personally identified. If you wish, you can prevent these files from using non-personal information about you by either deleting the cookie folder in your browser or by putting your browser's Privacy setting higher, but doing so will mean that you will not be presented with advertising that reflects the way that you use our, and other, websites – and may well adversely affect your experience of websites that use cookies to enhance or personalize that experience.

5. We may use technology to collect anonymous information about the use of our website. For example, our web server may automatically log which pages of our site our users view, their IP addresses and which web browsers they use. This technology does not identify the user personally, but enables us to compile statistics about the use of our site and to help target content and advertising to them more accurately.

6. The websites you visit, including those of advertisers, have their own privacy policies. We advise you to review the privacy policies of websites before providing them with any of your personal information.

7. We may give you the option to receive emailed communications from us in relation to our or third parties' services and products that we think may be of interest to you. Each of these communications will give you the opportunity of opting-out of receiving future similar communications.

8. We take appropriate technical and organisational measures to guard against unauthorised or unlawful processing of your personal data and against accidental loss or destruction of, or damage to, your personal data. While no computer system is completely secure, we believe the measures implemented by our site reduce the likelihood of security problems to a level appropriate to the type of data involved. We have security measures in place to protect our entrants' data and access to this database is restricted internally. However, it remains each entrant's responsibility:

- to ensure no-one else uses our site while an entrant's device is "logged on" to the Lumen Prize Exhibition
- to log off or exit from your account when not using it;
- to keep his/her password or other access information secret.

We will retain your personal data only as long as is necessary for the purposes to which you consent under your agreement(s) with us and this Privacy Policy, or as is required by applicable law, and then we will delete it.

10. Your personal data may be disclosed if we or an entity processing your data on our behalf are compelled to do so by law, or receive a valid, legally-compliant request for its disclosure.

11. To inspect, change or correct your identity and contact information, please log-in to your account. If you have other questions about the handling or protection of your personal data, a written enquiry should be addressed by email to [info@lumenprize.com](mailto:info@lumenprize.com).

12. We are registered as a data controller with the UK Information Commissioner's Office under registration number Z3168646.

This Privacy Policy is governed by the laws of England and Wales.

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Registered Office: Treberfydd House, Llangasty, Brecon, Powys, Wales, LD3 7PX