

**Tell Primark
Customer Feedback
Privacy Notice**

Thank you for taking the time to offer us your feedback on your recent in-store experience at Primark. Here at Primark we are not only committed to providing you with the highest quality shopping experience and in-store services, but we are also equally as committed to protecting your privacy in doing so. We know your privacy is important to you so we want you to know that we will treat your personal information with respect and care. Your personal information may be used by Primark in a variety of ways. As part of our commitment to protecting your privacy, whenever we use your personal information, we will always be clear and transparent as to how your data will be used.

This Privacy Notice explains what information we collect and how that information is processed.

The following data privacy information will inform you about the nature and scope of the processing of your personal information by Primark in relation to the Tell Primark Customer Feedback Survey (hereinafter referred to as the '**Survey**')

1. What information do you gather about me?

Participation in our surveys is purely voluntary. When completing the Survey, only information which you yourself voluntarily provide is gathered. Primark has no control over what information you choose to submit. You may provide us with personal information in the form of your name, email address, system password/credentials and information concerning your marketing preferences. This information is gathered for the purposes of analysing your feedback in order to gain insight and understanding into customer preferences and to implement improvements within Primark stores to institute those preferences. The personal information which you voluntarily provide when completing the Survey is gathered and processed by Primark lawfully as the Data Controller based on its legitimate interests.

2. Is there any additional information gathered?

When you access the website to complete a Survey, the following general information may also be gathered through the use of strictly necessary cookies which are necessary to ensure system security and stability and smooth operation of the site:

- IP address,
- Password/Credentials,
- Web Browser type
- Domain name of Internet service provider
- Tracking data in the form of cookies which track visitor use of the website

For further information on the site's use of cookies you can refer to In Moment's policy [here](#).

3. What do I need to complete a Survey?

In order to complete a Survey and provide us with your feedback, you will be prompted to provide your receipt number located on the bottom of your purchase receipt. This is to ensure that each receipt is used only in conjunction with a single customer Survey. The use of receipt numbers enables us to keep your identity confidential as no personal information is involved, even if you paid by debit/credit card.

4. Will I be contacted after submitting a Survey?

When completing a Survey, you may provide your personal information for contact by our customer service team if you wish to raise a query or concern regarding your store experience. This information is provided by you strictly with your consent and will be passed to our customer service team with your Survey results in order to address your query or concern. You can contact our Customer Service Team at any time by email at help.uk@help.primark.com or by post at Primark Limited, Arthur Ryan House, 22 -24 Parnell Street, Dublin 1, Ireland.

5. Are there any other benefits for to completing a Survey?

By completing a Survey and providing us with your feedback you will have an opportunity to participate in a competition. Participation in the competition is purely voluntary. In order for us to administer the competition we will need to process your personal information in the form of your name, e-mail address, and country of residence. This personal information will be used exclusively for the purpose of selecting a prize winner and ensuring that the winner receives his/her prize and is processed lawfully based on necessity for the performance of a contract and compliance with legal obligations

6. How long do you keep my information for?

When completing a Survey, certain pieces of personal information such as your name and contact details (should you choose to provide them) will be retained for a period of 1 year after which time they will be deleted. Other information such as postcodes (again, should you choose to provide this information) will be retained for a period of 6 years for the purpose of market cannibalization studies. Where you volunteer to participate in our competition, your personal information will be gathered for the purpose of administering the competition and will be erased immediately after the winning prize is received. In circumstances where you are contacted by our customer service team in response to a query or concern raised by you in completing a Survey, any personal information gathered during this process will only be retained in a form that identifies you for as long as necessary to address and resolve your query or concern and for record-keeping. Your personal information may be retained for longer periods (up to 6 years) however where it is necessary to do so in connection with the resolution of a dispute.

7. Who has access to my information?

All personal information which is provided by you upon completing the Survey is processed by a third party under our instruction, InMoment. In line with our commitment to keeping your personal information safe and secure we have ensured that InMoment have in place adequate security and

technical measures, which we review on a regular basis, to ensure the safety and security of your personal information. You can review [InMoment's privacy policy](https://www.inmoment.com/privacy-policy) available on their website at www.inmoment.com

8. Is my information shared with anyone else?

We may disclose your personal information to the following recipients:

- our service providers;
- our professional advisers;
- affiliated Primark companies that have a relationship with you (where this is necessary to investigate or resolve your query or complaint);
- public authorities or judicial authorities (where disclosure is required by law or is necessary so that we can enforce our legal rights, or so that third parties can enforce their legal rights, or so that public authorities can exercise their functions in the public interest); or
- commercial partners (where disclosure is necessary in connection with the sale of a business or its assets).

We will not otherwise share your information with any third party unless: • we have your permission;

- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

9. Is my information shared with anyone else outside of the EU/EEA?

The third party which processes your personal information on our behalf and under our instruction, InMoment, is based outside the European Economic Area ("EEA"). Your personal data will however, be processed in compliance with EU data protection legislation under specific contracts approved by the European Commission which ensures the same level of protection of your personal data that it has in the EEA.

10. What are my rights in relation to the information you gather about me?

In relation to the personal information provided by you when completing a Survey, you have the following rights if the respective legal requirements are met:

- a. The right to revoke or **withdraw** your consent to our processing of your personal data at any time.
- b. The right of **access** to your personal information held by us;
- c. The right to request **rectification** of incorrect personal information or completion of incomplete personal information;
- d. The right to request **deletion** of your personal information stored with us;
- e. The right to request **restriction** of processing of your personal information; and,
- f. The Right to **object** to the processing of your personal information.

For further information regarding your rights and how to exercise them please see our [Privacy Policy](#). Alternatively, should you have any queries, concerns or comments in relation to this Privacy Notice or how Primark handles your personal information we welcome you to contact our Data Protection Team at dataprotection@primark.com

We keep our Privacy Policy under regular review. This Privacy Notice was last updated on 28th January 2022.