

SHKN PRIVACY POLICY

Thank you for choosing to be part of our community at SHKN Ltd ("Company", "we", "us", or "our"). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about this privacy notice of our practices regarding your personal information, please get in touch with us at info@skhn.co.uk.

This privacy notice describes how we might use your information if you:

- Visit our website at <https://www.shkn.co.uk>
- Engage with us in other related ways-including any sales marketing of events

In this privacy notice, it we refer to:

- The website we are referring to is any website of ours that references links to this policy
- Services we are referring to our website, and other related services, including any sales marketing, or events

The purpose of this privacy notice is to explain to you in the clearest way possible what information we collect, how we use it, and what rights you have about it. If there are any terms in this privacy notice that you disagree with, please discontinue use of our services immediately

Please read this privacy notice carefully, as it will help you understand what we do with the information that we collect

1. WHAT INFORMATION DO WE COLLECT?

The personal information you disclose to us

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the website, express an interest in obtaining information about us or our products and services, when you participate in activities on the website, or otherwise when you contact us.

The personal information that we collect depends on the context of your interactions with us and the website, the choices you make, and the products and features you use. The personal information we collect may include the following:

Personal Information Provided by You. We collect names, phone numbers, email addresses, mailing addresses, usernames, passwords, contact preferences, billing addresses, debit/credit card numbers, and other similar information.

Payment Data. We may collect data necessary to process your payment if you make purchases, such as your payment instrument number (a credit card number) and the security code associated with your payment instrument. Square stores all payment

data. You may find their privacy notice link(s) here:
<https://squareup.com/gb/en/legal/general/payment>.

Social Media Login Data. We may provide you with the option to register with us using your existing social media account details, like your Facebook, Twitter, or other social media account. If you choose to register in this way, we will collect the information described in the section called "HOW DO WE HANDLE YOUR SOCIAL LOGINS?" below.

All personal information you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

2. HOW DO WE USE YOUR INFORMATION?

In Short: We process your information for purposes based on legitimate business interests, the fulfilment of our contract with you, compliance with our legal obligations, and your consent.

We use personal information collected via our website for various business purposes described below. We process your data for these purposes in reliance on our legitimate business interests, to enter or perform a contract with you, with your consent, and for compliance with our legal obligations. We indicate the specific processing grounds we rely on for each purpose listed below.

We use the information we collect or receive.

- **To facilitate account creation and logon process.** If you choose to link your account with us to a third-party account (such as your Google or Facebook account), we use the information you allowed us to collect from those third parties to facilitate account creation and logon process for the performance of the contract. See the section below, "HOW DO WE HANDLE YOUR SOCIAL LOGINS?" further information.
- **To post testimonials.** We post testimonials on our website that may contain personal information; before posting a testimonial, we will obtain your consent to use your name and the content of the testimonial. If you wish to update or delete your testimonial, please get in touch with us at info@shkn.co.uk and be sure to include your name, testimonial location, and contact information
- **Request feedback.** We may use your information to request feedback and contact you about your use of our website.
- **To enable user-to-user communications.** We may use your information to help user-to-user communications with each user's consent.
- **To manage user accounts.** We may use your information to manage your account and keep it in working order
- **To send administrative information to you.** For example, we may use your Personal Information to send you product, service, new feature information and information about changes to our terms, conditions, and policies.
- **To protect our Services.** We may use your information as part of our efforts to keep our website safe and secure (for example, for fraud monitoring and prevention)
- **To enforce our terms, conditions, and policies for business purposes, to comply with legal and regulatory requirements, or in connection with our contract.**

- **To respond to legal requests and prevent harm.** If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond
- **Fulfil and manage your orders.** We may use your information to fulfil and manage your orders, payments, returns, and exchanges made through the website
- **Administer prize draws and competitions.** We may use your information to administer prize draws and competitions when you elect to participate in our competitions.
- **To deliver and facilitate the delivery of services to the user.** We may use your information to provide you with the requested service.
- **To respond to user inquiries/offer support to users.** We may use your information to respond to your inquiries and solve any potential issues you might have with the use of our Services
- **To send you marketing and promotional communications.** We and our third-party marketing partners may use the personal information you send to us for our marketing purposes following your marketing preferences. For example, we will collect personal information from you when expressing an interest in obtaining information about us or our website, subscribing to marketing, or otherwise contacting us. You can opt-out of our marketing emails at any time (see the "WHAT ARE YOUR PRIVACY RIGHTS?" below)
- **Deliver targeted advertising to you.** We may use your information to develop and display personalized content and advertising (and work with third parties who do so) tailored to your interests and location and to measure its effectiveness

3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

In Short: We only share information with your consent to comply with laws, to provide you with services, to protect your rights, or to fulfil business obligations.

We may process or share the data that we hold based on the following legal basis:

- **Consent:** We may process your data if you have given us specific permission to use your personal information for a particular purpose
- **Legitimate Interests:** We may process your data reasonably necessary to achieve our legitimate business interests.
- **Performance of a Contract:** Where we have entered a contract with you, we may process your personal information to fulfil the terms of our contract
- **Legal Obligations:** We may disclose your information where we are legally required to do so to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal processes, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- **Vital Interests:** We may disclose your information where we believe it is necessary to investigate, prevent, or act regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, we may need to process your data or share your personal information in the following situations.

- **Business Transfers.** We may share or transfer your information in connection with, during negotiations of, any merger, sale of company assets, or financing. Or acquisition of all or a portion of our business to another company.

4. HOW DO WE HANDLE YOUR SOCIAL LOGINS?

In Short: If you choose to register or log in to our services using a social media account, we may access certain information about you.

Our website offers you the ability to register and log in using your third-party social media account details (like your Facebook or Twitter logins). You choose to do this; we will receive certain profile information about you from your social media provider. The profile information we receive may vary depending on the social media provider concerned, but will often include your name, email address, friends list, profile picture, as well as other information you choose to make public on such social media platform

We will use the information we receive only for the purposes described in this privacy notice or otherwise made clear to you on the relevant website. Please note that we do not control, and are not responsible for, other uses of your personal information by your third-party social media provider. Therefore, we recommend that you review their privacy notice to understand how they collect, use, and share your personal information and how you can set your privacy preferences on their sites and apps.

5. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep your information for as long as necessary to fulfil the purposes outlined in this privacy notice unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this notice will require us to keep your personal information for longer than when users have an account with us.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information or, if this is not possible (for example, because your personal information has been stored in backup archives). We will securely store your personal information and isolate it from any further processing until deletion is possible.

6. HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: We aim to protect your personal information through a system of organizational and technical security measures

We have implemented appropriate technical and organizational security measures designed to protect any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so

we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security, and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, the transmission of personal information to and from our website is at your own risk. Therefore, you should only access the website within a secure environment.

7. DO WE COLLECT INFORMATION FROM MINORS?

In Short: We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly solicit data from or market to children under 18 years of age. By using the website, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the website. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to delete such data from our records promptly. If you become aware of any data we may have collected from children under age 18; please contact us at info@shkn.co.uk.

8. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: In some regions, such as the European Economic Area (EEA) and United Kingdom (UK), you have rights that allow greater access to and control your personal information. You may review, change, or terminate your account at any time.

In some regions (like the EEA and UK), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to ask for rectification or erasure, (iii) to restrict the processing of your personal information, and (iv) if applicable to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such a request, please use the contact details provided below. We will consider and act upon any request following applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. However, please note that this will not affect the lawfulness of the processing before its withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

Suppose you are a resident in the EEA or UK, and you believe we are unlawfully processing your personal information. In that case, you also have the right to complain to your local data protection supervisory authority. You can find their contact details here: https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

If you are a resident in Switzerland, the contact details for the data protection authorities are available here: <https://www.edoeb.admin.ch/edoeb/en/home.html>.

If you have questions or comments about your privacy rights, you may email us at info@shkn.co.uk.

Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can;

- Contact us using the contact information provided.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use, and comply with applicable legal requirements.

Opting out of email marketing: You can unsubscribe from the marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided below. You will then be removed from the marketing email list-however, we may still communicate with you, for example, to send you service-related emails that are necessary for the administration and use of your account, to respond to service requests, or for other non-marketing purposes. To otherwise opt-out, you may:

- Contact us using the contact information provided.

9. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practise in a revised version of this privacy notice

10. DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short: Yes, if you are a resident of California, you are granted specific rights regarding access to your personal information

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal data (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with the website, you have the right to request the removal of unwanted data that you publicly post on the website. To ask about the removal of such data, don't hesitate to contact us using the contact information provided below, and include the email address associated with your account and a statement that you reside in California. We will ensure the data is not publicly displayed on the website, but please be aware that the data may not be completely or comprehensively removed from all our systems (e.g. backups, etc.).

11. DO WE MAKE UPDATES TO THIS NOTICE?

In Short: Yes, we will update this notice as necessary to stay compliant with relevant laws

We may update this privacy notice from time to time. The updated version will be indicated by an updated "Revised" date, and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you by prominently posting a notice of such changes or directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information

12. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may email us at info@shkn.co.uk or by post to:

SHKN Ltd

Joe Bananas

25 Duke Street

Whitehaven, Cumbria CA28 7EU

United Kingdom

13. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please visit: <https://www.shkn.co.uk/contact-8>