



Global Home Trial Privacy Policy

July 2016

Introduction

At Dyson we are committed to ensuring that your personal information is protected and never misused.

Our privacy policy explains what personal information we collect, why we collect it, how we use it, the controls you have over your personal information and the procedures that we have in place to protect your privacy. It applies to personal information we collect throughout the Dyson Home Trials process.

By sharing your personal information with us as part of a home trial you confirm that you have read and understood the terms of this privacy policy. We take responsibility for the personal information we collect about you, and we aim to be transparent about how we handle it, and give you control over it.

In this privacy policy, when we refer to "Dyson", "us", "we" or "our", we mean the Dyson group company or companies which provide you with the Dyson websites, apps or connected products. In this policy, we refer to all Dyson group companies as the "Dyson Group".

If you have any questions, comments or concerns about any aspect of this policy or how Dyson handles your information please email our Privacy Team at privacy@dyson.com.

Privacy Principles

Privacy policies can be complicated. We have tried to make ours as clear and as accessible as possible. To help, we have also summarised how we handle your personal information at Dyson in our privacy principles below. These principles demonstrate our commitment to protecting your privacy and handling your personal information in the right way and as you would expect it to be handled.

At Dyson we:

1. Only ask for or collect the personal information we need, to provide and improve the service, products and experiences our customers expect.
2. Give you control over the personal information we hold about you to ensure it is accurate and reflects your preferences.
3. Make sure your personal information is always secure and protected
4. Are fair and transparent about how we use the personal information we hold.
5. Only ever use your personal information for the purpose that you trusted us to use it for.
6. We never sell your information and only share it as outlined in our privacy policy or when you ask us to.
7. Respect your choices and will inform you if there are changes that affect your personal information or how we use it.
8. Take responsibility for the personal information that we hold about you.

Home Trials

In order to participate in a Dyson home trial, Dyson needs to collect certain information about the volunteers who wish take part in a trial and participants of trials. As part of this Dyson will collect, process and store personal information about you in accordance with this policy, Dyson's Privacy Principles, legal requirements and with the relevant Dyson product and app privacy policy.

What personal information do we collect?

We are not interested in collecting every personal detail about you. Our main reason for collecting your personal information is to provide and improve the service, products and experiences that you and our customers expect from us.

Personal information is defined slightly differently across the world. To guarantee your privacy and the protection of your information, we define it as any information that could be used to identify you or another individual.

We collect personal information from you in a number of different ways; you may share that information with us, or we may collect it using other means. In this section, we explain the different ways we collect personal information from you and some ways in which that information will be used. For more detail on how we use your personal information, please see the section titled "How do we use your personal information?".

As part of our home trial and your application to be part of home trials Dyson will collect information from each volunteer, including through third party service providers. This is to ensure a good range of test environments and subjects for home trials and to assess your perceptions of our products during a home trial.

We collect information from you including but not limited to the following;

- Name;
- Email address;
- Age;
- Gender;
- Location and Address;
- Contact information;
- Images, Video and audio recordings you share with us;
- Information you share with us about yourself and the home trial;
- Other survey information about you, your home, your family, products you and your family own and use, your opinions, your experience with the product and your internet capabilities; and
- Information directly from a Dyson connected product and Dyson Link app. A connected product is a Dyson product that is "smart", internet enabled or operated through a Dyson app. (please refer to our global privacy policy on the Dyson website and Dyson Link app for more details).

How do we use your personal information?

Our main reason for collecting and using your personal information is to provide and improve the service, products and experiences that you expect from us.

The only reason we collect and use the information you share with us is to provide and improve the service, products and experiences that you and our customers expect.

We use the information you share with us for home trials in a number of different ways including but not limited to the following;

- To select user groups that are most representative of target audiences;
- To communicate with you and respond to your queries;
- Sending you home trial surveys and information;
- For product research;
- To help improve and develop our products;
- For profiling and analysis; and
- To provide service and support for our products.

The personal information collected and processed from surveys and during any home trial will only be stored during and after the home trial for the purposes of internal product research and to improve and develop products.

What personal information does Dyson share with third parties?

Most importantly, we never sell your information to anyone and only share it as outlined in our privacy policy or when you ask us to.

We share your personal information with certain third parties who provide services on our behalf. They only have access to the personal information they need to perform those services. They are required to keep your personal information confidential and may not use it other than as we ask them to and always in accordance with this privacy policy.

The third parties who provide services on our behalf fall into the following categories:

- Other Dyson Group companies;
- Our distributors, who help us to sell our products in certain countries;
- Those helping us to deliver products to you;
- Third parties that help us with mailing services, product services and repairs, processing product purchases, financial services, audit services, administrative services, IT technologies (e.g. data storage), security services and insurance claims;
- Third parties that help us to provide services, home trials and responses to you.

We take responsibility for the personal information that you share with us and require those third parties with whom we share your personal information to apply the same level of privacy protection as is contained in this privacy policy.

We will also share your personal information if we are required to do so by law, including in response to a legal process, such as a court order or subpoena, or to comply with other national, state, provincial or local laws.

If you would like more information on how we share your personal information, please email our Privacy Team at privacy@dyson.com.

Links to third party websites

We may provide links to other websites which are not operated and controlled by Dyson.

We have no control over and are not responsible for the content of those sites or how the third parties responsible for them collect and use your personal information. We do not endorse or make any representations about third party websites.

Third party websites may have their own privacy policies explaining how they use and share your personal information. You should carefully review those privacy policies before you use these websites to make sure that you are happy with how your personal information is being collected and shared.

How long do we keep your personal information?

We only keep your personal information for as long as we need to, to be able to use it for the reasons given in this privacy policy, and for as long as we are required to keep it by law.

How do we protect your personal information?

We are committed to protecting your personal information. We use appropriate technical and organisational measures, including encryption, to protect your personal information and privacy, and review those regularly. We protect your personal information using a combination of physical and IT security controls, including access controls that restrict and manage the way in which your personal information and data is processed, managed and handled. We also ensure that our staff are adequately trained in protecting your personal information. Our procedures mean that we may occasionally request proof of identity before we share your personal information with you.

In the unlikely event that we do suffer a security breach which compromises our protection of your personal information and we need to let you know about it, we will do so.

Data transfers, storage and the global handling of your personal information

Dyson is headquartered in the United Kingdom (UK).

We collect personal information in the country in which you live. We then host and store that information in the European Economic Area (EEA). Those third parties that we share your personal information with may handle or transfer your personal information outside of the UK, and outside of the EEA, to other countries in which they have facilities.

We will make sure that both any transfer of your personal information by us or by the third parties that we share your personal information with, and our handling of your personal information, complies with those laws which apply to us. In any case, our transfer, storage and handling of your personal information will continue to be governed by this privacy policy.

By submitting your personal information to us as part of a home trial, and by using our websites, apps or connected products, you agree to us transferring, storing and handling your personal information in this way.

Ending the use of information

You may at any time, by written notice, ask us to stop collecting information and stop using your personal information by contacting the trial coordinator. We will then delete your personally

identifiable information that we collected as part of the home trial (though information that does not directly identify you or others may still exist in our database).

We give you control over the personal information we collect about you, to ensure it is accurate and reflects your preferences.

You have the right to access, update and amend personal information that we hold about you. You can also ask us to remove personal information about you or limit its use (see previous section on updating your preferences).

If the law in your country allows us to impose a fee for giving you access, we will communicate this to you in response to your request.

We will not charge you to update, amend or remove your personal information.

If you would like to access, update or amend your personal information or, if you would like us to remove personal information that we hold about you, or limit its use, please email privacy@dyson.com

Changes to this privacy policy

We will review and update this privacy policy at least once a year and will note the date it was last updated below.

If we change our privacy policy, we will post the details of the changes below. If we have your e-mail address, we may also e-mail you with information on those changes. If we need to, we will also ask you to confirm that you are happy with those changes.

We stand behind the commitments we have made. We will never change our policies and practices in a way that will offer less protection for personal information that we already have about you without your consent.

This privacy policy was last reviewed and updated in July 2016.

Previous changes to this privacy policy

July 2016 – Addition of image, video and audio recording collection for certain home trials

April 2016 – Global Home Trial Privacy Notice wording and format amended to ensure clarity for home trialists.

February 2016 – Home Trial Privacy Notice Created

Translations of this privacy policy

This privacy policy has been translated from English into the official language of a number of different countries. We have done this to make sure that the policy is clear and accessible to our home trialists. If there are any conflicts or inconsistencies between the translated versions of this privacy policy, the English version will prevail.

Contact us

If you have any questions, comments or concerns, or would like to make a complaint about how we use the personal information we hold about you, please email our Privacy Team privacy@dyson.com.