

THE : FUTURE : LABORATORY

23 : 08 : 2023

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PRIVACY NOTICE

Introduction

Your privacy and trust are important to us. The Future Laboratory is committed to protecting and respecting your privacy.

This privacy notice sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us in connection with the website, product or service that links to this privacy notice (we call these our “**Services**”). Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

This privacy notice gives you information about how we look after your personal data when:

- you use our Services;
- you sign up for our newsletters;
- you supply goods or services to us; and
- we engage in other business dealings with you.

This privacy notice does not apply to The Future Laboratory’s staff or job applicants. We have a separate privacy notice for our staff and we will provide you with a copy of the relevant notice if you work for us.

Who we are

The Future Laboratory is made up of the following different legal entities:

- **The Future Laboratory Limited** (a company registered in England under number 04082552) whose registered office is at 26 Elder Street, London, E1 6BT, United Kingdom
- **The Future Laboratory (Aust) Pty Ltd** (ACN 601 561 657) whose registered office is at Level 16, 414 La Trobe Street, Melbourne, Victoria 3000, Australia

This privacy notice is issued on behalf of all members of The Future Laboratory’s group of companies so when we mention “**The Future Laboratory**”, “**we**”, “**us**” or “**our**” in this privacy notice, we are referring to the relevant member of The Future Laboratory’s group that is responsible for processing your data, including through our websites at www.thefuturelaboratory.com and www.lsnnglobal.com.

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Contact us

We have appointed a Data Protection Officer (DPO) who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the DPO at privacy@thefuturelaboratory.com, or you can write to us at the addresses above.

Changes to the privacy notice and your duty to inform us of changes

We keep our privacy notice under regular review. This version was last updated on 28 August 2023. Historic versions can be obtained by contacting us at privacy@thefuturelaboratory.com.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third party links

Our websites may include links to third party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

Information we collect

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- Contact Data includes billing address, delivery address, email address and telephone numbers.
- Financial Data includes bank account and payment card details.
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.
- Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- Profile Data includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- Usage Data includes information about how you use our websites, products and

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services.

- Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. 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 in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

Sources of information

We collect personal data about you either directly from you, from certain third parties (such as your employer or the subscriber providing access to our Services), or from other sources (such as publicly available sources) as set out in this section:

- Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - create an account on one of our websites;
 - subscribe to our Services;
 - request marketing to be sent to you;
 - take part in a competition, promotion or survey; or
 - give us feedback or contact us.
- Automated technologies or interactions. As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see the **IP addresses and cookies** section below for further details.
- Third parties or publicly available sources. We will receive personal data about you from various third parties and public sources as set out below:

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- Technical Data from the following parties:
 - analytics providers such as Google;
 - advertising networks; and
 - search information providers.
- Contact, Financial and Transaction Data from providers of technical, payment and delivery services such as Stripe.
- Identity and Contact Data from data brokers or aggregators.
- Identity and Contact Data from publicly available sources such as social media, Companies House and the Electoral Register.

How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us at privacy@thefuturelaboratory.com.
- Where we need to comply with a legal obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us at privacy@thefuturelaboratory.com.

We have set out below a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us at privacy@thefuturelaboratory.com if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

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Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy notice (b) Asking you to leave a review or take part in a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our Services)
To enable you to take part in a survey, promotion or competition	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our Services, to develop them and grow our business)
To administer and protect our business and our websites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage	Necessary for our legitimate interests (to study how customers use our Services, to develop them, to grow our business and to inform our marketing strategy)

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	(e) Marketing and Communications (f) Technical	
To use data analytics to improve our website, Services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our Services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about Services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to develop our Services and grow our business)

Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which Services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or purchased Services from us and you have not opted out of receiving that marketing.

Third party marketing

We will not share your personal data with any third party for marketing purposes.

Opting out

You can ask us to stop sending you marketing messages at any time by contacting us at any time at privacy@thefuturelaboratory.com.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of the use of our Services or other transactions.

IP addresses and cookies

Our sites use cookies to distinguish you from other users of our websites. This helps us to provide you with a good experience when you use our websites and also allows us to improve our websites. By continuing to use our websites, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your device if you agree. Cookies contain information that is transferred to your device's hard drive.

We use **functionality cookies** to maintain a user's login state, which are necessary for the operation of the site.

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We use **tracking cookies** to recognise you when you return to our sites, if you have selected the “remember me” option. This enables us to personalise our content for you, greet you by name and remember your preferences (for example your choice of language or region).

You may refuse to accept these cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our sites.

If you have a LS:N Global membership, we also use **Google Analytics, Mixpanel** and **Hubspot** software to collect information about how you use the LS:N Global service. We do this to help make sure our Services are meeting the needs of our users and to help us make improvements.

Google Analytics stores information about:

- the pages you visit and how long you spend on each page;
- how you got to our websites;
- what you click on while you’re visiting our websites.

Your name and address are not collected or stored as part of this process and we don’t allow Google to use or share our analytics data.

You can [opt out of Google Analytics cookies](#) by adjusting your browser settings.

Hubspot stores information about:

- the pages you visit and how long you spend on each page;
- how you got to our websites;
- what you click on while you’re visiting our websites;
- your company name and address;
- your name and login ID;
- your supplied job title;
- correspondence requests submitted in web forms.

You can opt out of Hubspot cookies by adjusting your browser settings.

Mixpanel only collects data from www.lsnglobal.com and stores information about:

- the pages you visit and how long you spend on each page;
- how you got to our website;
- what you click on while you’re visiting our website.
- your company name and address;

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- your name and login ID;
- your supplied job title.

You are able to update your contact details and communication preferences by logging into your membership visiting the profile section.

You can opt out of Mixpanel cookies by adjusting your browser settings.

Where we store your personal data

Sometimes we will need to share your personal data with third parties and suppliers outside the European Economic Area (EEA).

Protecting your data outside the EEA

The EEA includes all EU Member countries as well as Iceland, Liechtenstein and Norway.

We may transfer personal data that we collect from you to third-party data processors in countries that are outside the UK or the EEA such as Australia or the USA.

For example, this might be required in order to fulfil your order, process your payment details or provide support services.

If we do this, we have procedures in place to ensure your data receives the same protection as if it were being processed inside the UK or the EEA. For example, our contracts with third parties stipulate the standards they must follow at all times. If you wish for more information about these contracts please contact us at privacy@thefuturelaboratory.com.

Any transfer of your personal data will follow applicable laws and we will treat the information under the guiding principles of this privacy notice.

Disclosure of your information

We may share your personal information with the parties set out below for the purposes set out in the table above:

- Internal third parties, meaning members of our group of companies.
- External third parties such as:
 - Service providers who provide IT and system administration services.
 - Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
 - HM Revenue & Customs, regulators and other authorities who require reporting of processing activities in certain circumstances.
 - Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal

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data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

How long we will use your personal data for

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us by contacting us at privacy@thefuturelaboratory.com. All tracking data is stored for a maximum of 5 years and financial information is stored for 7 years.

In some circumstances you can ask us to delete your data: see [**An overview of your legal rights**](#) below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

An overview of your legal rights

You have the right to:

- [Request access](#) to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- [Request correction](#) of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- [Request erasure](#) of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where

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you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
 - If you want us to establish the data's accuracy.
 - Where our use of the data is unlawful but you do not want us to erase it.
 - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
 - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

To ask for your information please contact the Data Protection Officer, The Future Laboratory, 26 Elder Street or email privacy@thefuturelaboratory.com. To amend your information please update your online account for LS:N Global members or contact the Data Protection Officer detailed above.

If we choose not to action your request we will explain to you the reasons for our refusal.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these

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circumstances.

What we may need from you

We may need to request specific information from you to help us verify your identity before proceeding with any request you make under this privacy notice. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.