

## **GLOBAL PRIVACY NOTICE**

## Introduction

EM Topco Limited and all its subsidiaries (“Element” or “the Group”) are committed to complying with internationally recognized standards of privacy protection and applicable data privacy and security laws in the countries in which we operate. Element’s head office is at 3rd Floor Davidson Building, 5 Southampton Street, London, United Kingdom, WC2E 7HA. In this notice, references to “we”, “us” or “our” are references to Element.

This Global Privacy Notice applies to all personal information we collect, use and process about you when you purchase products from us or use our services.

## Who is collecting Personal Information?

The Group comprises of multiple legal entities acting as separate data controllers, responsible for processing personal information in connection with our business. E.018 ( )Tj-0.005 Tc 0.00nE(ip)-3.4 -91gTw 5.217 0 Td(in0hd( )Tj6- 1. 0 T.6 (n.4 (lle)-3.3 (c)-5 (t)1.(in0hd( )T 0.272 0 E3 0 Tw 0.8.mB)c8.mB)ch 0.272 0 E3

Contractual information	Personal information (as outlined in the other categories) collected as part of the products and services we provide to you.
Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
Financial information	Bank account, payment card details, invoice amounts, payment amount, outstanding balances.
Internet or another similar network activity information	Internet Protocol (IP) address, smart device information, location coordinates, site visits, browsing history, search history, information on an individual's interaction with our websites, time zone setting and location, browser plug-in types and versions, operating system and platform, other unique personal identifier, online identifier, account name, other technology on the devices you use to access our websites and comments or other content you send to us over the internet
Information that we gather through cookies or similar tracking tools when you use our websites	Browser cookies, advertising cookies, targeting cookies, web beacon, pixel tag, mobile ad identifier, or similar technologies may also be used to track your responses to adverts, messages or forms, which helps us to ensure we present you with the most relevant content in the future. When running email campaigns, we may track delivery and monitor when i

registered to attend or attended one of our events, used our website or client portal or applied for a job with us, or when you participate in product reviews, pilots, feedback sessions or similar

- **Through activity on our website** such as submissions from you via our website or website usage details collected automatically
- **Through interactions with our clients** due to your role in your organisation
- **Through interactions with third parties** such as industry, trade or regulatory bodies
- **From third party service providers** acting on our behalf in connection with the products and services we provide
- **From publicly available sources** including social media (LinkedIn, Facebook, Twitter), your organisation's website, the press, the electoral register, company registers and online search engines
- **From automated technologies or interactions that collect technical data about your equipment, browsing actions and patterns** such as cookies, server logs or other similar technologies

### Purpose of processing your Personal Information

We will only use and share your personal information where it is necessary for us to carry out our lawful business activities. Your personal information may be shared with and processed by other Element group companies. Element collects and processes your personal information for purposes detailed below:

Reason for Processing Personal Information	Purpose of Processing Personal Information
<p>To fulfil our <b>contractual obligations</b></p> <p>For our <b>legitimate interest</b>, as a commercial organisation, provided</p>	<ul style="list-style-type: none"> <li>• To provide our products or services to you</li> <li>• For you to provide your products or services to us</li> <li>• To consider and process any application you may make to us, as a candidate for a job</li> </ul>

Reason for Processing Personal Information	Purpose of Processing Personal Information
	<ul style="list-style-type: none"> <li>• To keep you informed of other products and services that may be of interest to you via email alerts, event registrations, social media activity, and other notices concerning our products or services, or events or news that may be of interest to you, including through targeted messages and advertisements on or through our websites and apps and through third-party websites and apps</li> <li>• To enforce our rights arising from any contracts entered between you or the entity you represent and us, including for billing and collections</li> <li>• To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all our assets, whether as an ongoing concern or as part of bankruptcy, liquidation, or similar proceeding, in which your information held by us is among the assets transferred</li> <li>• To record information and feedback from you, including to enhance our products and services and for training and marketing purposes</li> <li>• For other reasons in connection with our business operations</li> </ul>
To comply with a <b>legal obligation</b>	<ul style="list-style-type: none"> <li>• To comply with our legal and regulatory obligations, which may require us to share your information, for example where we are required to report to tax authorities or respond to law enforcement requests</li> </ul>
You have provided your <b>consent</b> to the processing	<ul style="list-style-type: none"> <li>• You provided your consent for us to process your personal information for a specific purpose</li> </ul>

If you do not provide us with your personal information when requested, it may prevent us from being able to carry out the tasks listed above.

### Cookies and online tracking

Our websites use cookies to distinguish you from other users and to remember your preferences when you visit our website. Cookies are small files stored on a computer that are designed to hold small amounts of data specific to a user and the websites or applications to help tailor that user's experience.

Our [Cookies policy](#) provides you with further detail about the cookies we use and the purposes for using these cookies. This policy also provides details on how you can change your settings to block or delete cookies, although some features of our website may not function as a result. Please note our websites do not recognise 'Do Not Track' signals sent by your browser. You can personalise your cookies preferences using on-site tools.

### How we share your Personal Information

To help us provide our products and services to you and to run our website we may share your personal information when necessary for us to lawfully carry out our business activities. We may share your information with the following categories of third parties:

- **Other group companies** where it is necessary to do so, and where we have a legal basis to share the information
- **Our third-party service providers and advisors** with whom we have contracted to perform services on our behalf and who process information on our behalf to provide our Services or run internal business operations including email distribution, IT services, business support and customer services
- **Independent debt recovery agencies, service providers, solicitors, or other agents** in the event of non-payment for Products or Services and where a debt remains outstanding after a specified timeframe for payment, no payment plan is in place or an agreed payment plan is not being adhered to, we may initiate formal proceedings to recover the full amount of the unpaid debt. We may share your information with litigation and recovery specialists to undertake recovery action through the courts
- **Law enforcement authorities, regulatory bodies or government agencies** as in some circumstances we are legally obliged to share information with law enforcement bodies, for example to comply with a court order or legal obligation. We will satisfy ourselves that we have a lawful basis on which to share the information and document our decision making
- **With a successor entity** in the event of a merger, acquisition, or similar transaction

### No Sale of Personal Information

We do not sell any personal information.

### How we transfer your Personal Information

We operate globally and we may transfer your personal information between Element group companies to help us operate our business efficiently and to provide you with our products and services. Third party service providers may process your personal information in connection with a service, they provide to us. When we share your personal information between Element group companies or with third parties, they may be located outside of the jurisdiction in which your personal information was collected. This means personal information collected in one jurisdiction may be transferred, stored, and processed outside the country of origin and where privacy laws differ. We only make these arrangements or transfers where we are satisfied that adequate levels of protection are in place to protect your personal information. For these transfers, we have the relevant legal safeguards in place, including (1) an Adequacy Decision in favour of the country of destination, (2) contractual arrangements based on Standard Contractual Clauses (“SCCs”) pre-approved by the European Commission (or otherwise consistent with the requirements of the relevant jurisdiction) or Binding Corporate Rules (“BCRs”) binding on the exporter and importer, plus a corresponding “transfer impact assessment” (“TIA”) and supplementary measures, or (3) an Article 49 exemption to the rules such as explicit consent that allows us to perform these transfers.

Following the EU’s Adequacy Decision granted on 10 July 2023, the EU-US Data Privacy Framework (DPF), allows self-certified US businesses to freely receive personal data from the EEA without further measures. This means that for some transfers to the US, SCCs, TIAs and supplementary measures will no longer be required.

## How we protect your Personal Information

We place great importance on the security of all information associated with our customers. We invest appropriate resources and use reasonable technical and organization measures, in compliance with applicable laws, to protect your personal information from unauthorized access, unlawful processing and against accidental loss, destruction or damage. Our security and privacy policies are periodically





Your right to

