

1. INTRODUCTION

Milltown respects your privacy and is committed to protecting your personal data. This privacy notice is for:

- Clients who are individuals
- Potential clients who are individuals
- Business clients' staff
- Potential business clients' staff
- Suppliers' staff
- Potential suppliers' staff
- Job applicants (and interns)
- Users of our website
- Individuals who we interview for opinion research / analysis

This privacy notice will inform you as to how we look after your personal data, what your privacy rights are and how the law protects you.

2. IMPORTANT INFORMATION AND WHO WE ARE

Please read this privacy notice

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

Controller

The Milltown entity that is the controller and responsible for your personal data varies by jurisdiction (the below entities collectively referred to as "Milltown", "we", "us" or "our" in this privacy notice).

European Union and United Kingdom: Milltown Partners GBR Limited, 10 Bloomsbury Way, WC1A 2SL

United States: Milltown Partners LP, 150 W 22nd St 10th floor, New York, NY 10011

We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, please contact the data privacy manager using the details set out below.

Contact details

- Name or title of data privacy manager: Chief Operating Officer
- Email address: contracts@milltownpartners.com
- Telephone number: +44 (0) 20 7487 2583.

You have the right to make a complaint at any time to an applicable supervisory authority or privacy regulators, which, for the UK, is the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO or another regulator, so please contact us in the first instance.

3. CHANGES TO THE PRIVACY NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

This version was last updated on 4 June 2026.

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.

4. THE DATA WE COLLECT ABOUT YOU

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 the following different kinds of personal data about you:

- Identity Data includes first name and last name.
- Contact Data includes email address and telephone numbers.
- Financial Data includes billing, bank account and payment card details.
- Employment/Education History Data for example on a CV (job applicants only).
- Sensitive Personal Data includes racial or ethnic origin, political opinions, religious and philosophical beliefs, data concerning health, sex life and orientation (clients, job applicants and focus group participants only).
- Technical Data includes internet protocol address, browser type and version, time zone and location, browser plug-in types and versions, operating system and platform you use to access our website.
- Opinion Data includes opinions on corporate and personal brands or policies (focus group participants only).
- Audio Visual Data includes audio or video recordings of research discussions (focus group participants only).
- Marketing and Communications Data includes your preferences in receiving marketing from us and your communication preferences.

5. HOW IS YOUR PERSONAL DATA COLLECTED?

Direct interactions

You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you enquire or provide feedback about our services.

If you are a job applicant, you or a recruitment agency may provide us with a copy of your CV containing Employment/Education History Data when you apply for a position with us.

If you are a supplier or client, you or your business may provide us with your Financial Data for the purposes of payment (to us or to you).

If you are a client, you may provide us with Sensitive Personal Data. In such circumstances we will ask you to provide explicit consent to us processing your Sensitive Personal Data or, if the business you work for is the

controller of such data and we agree to process that data, we will enter into a data processor arrangement with your business.

If we interview you for research purposes, you may provide us with Opinion Data when you send us your views on a brand, person or policy or Audio Visual Data when you discuss your views with us in face-to-face meetings / workshops.

Automated technologies

As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using server logs and other similar technologies. This includes, for example, collecting your IP address when you visit our website.

6. 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 simply to reply to an enquiry that you have sent us, to provide our services to you or your business, to receive goods or services from your business, to consider your job application or to undertake opinion research and analysis. We will also use your personal data to send you information about our services.

Generally (otherwise as set out below), we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending direct marketing communications to you via email. You have the right to withdraw consent to marketing at any time by contacting us.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To provide our services to you or your organisation	(a) Identity (b) Contact (c) Financial (d) Opinion (e) Audio and Visual	Necessary for the performance of a contract with you or the organisation you work for
To obtain information from the public about their views on our clients	(a) Identity (b) Contact (c) Opinion (d) Audio and Visual	Necessary for our legitimate interests (to improve our service offering and deliver our services to our clients)
To obtain information from the public about their views on our clients	(a) Sensitive	Consent

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	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)
To receive you or your organisation's goods or services	(a) Identity (b) Contact (c) CV	Necessary for our legitimate interests (to receive goods or services from suppliers)
To consider you or your organisation's offer to supply goods or services to us	(a) Identity (b) Contact (c) CV	Necessary for our legitimate interests (to identify potential suppliers to receive goods or services from)
To consider your application for a job or internship with us	(a) Identity (b) Contact (c) CV	Necessary for our legitimate interests (to consider job or internship applicants)
To deliver relevant content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Marketing and Communications (d) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business)

See section 12 below to find out more about the types of lawful basis that we will rely on to process your personal data.

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We have established the following personal data control mechanisms:

Service offers from us

We may use your personal 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 may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us and you may receive marketing communications from us if we are legally permitted to make unsolicited contact with you. We will not contact you if you have opted out of receiving that marketing.

Third-party marketing

We do not share your personal data with any company outside our group of companies for marketing purposes.

Opting out

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you would like an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

7. DISCLOSURE OF YOUR PERSONAL DATA

We may share your personal data with the parties set out below for the purposes set out in section 6 above.

Internal Third Parties as set out in section 12 below.

External Third Parties as set out in section 12 below.

Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets, in connection with or during negotiations of the same. 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.

Third parties to the extent permitted by law and without prior consent where necessary to comply with applicable law, to respond to requests from law enforcement agencies or other government authorities or third parties, or when it is necessary to enforce our rights or in emergency situations.

All third parties are required to respect the security of your personal data and to treat it in accordance with the law.

In respect of individuals who we interview for opinion research / analysis purposes – we may pass on your opinions to our clients and prospective clients. This may include sharing Audio Visual Data such as audio or video recordings of focus groups. We do not, in these circumstances, or any others, share Identity Data or Contact Data with clients or prospective clients.

8. INTERNATIONAL TRANSFERS

We do not transfer your personal data outside the UK other than as set out below.

Like most businesses we use software to support our operations. For example, we use Microsoft and Google as our email providers. Your personal data may therefore be transferred out of the UK because Microsoft, Google and other major players in the software industry store some of their data in the U.S or elsewhere.

In the event that you are interviewed for opinion research Audio Visual Data such as audio or video recordings of interviews or focus groups may be shared with note-takers, clients or prospective clients outside of the UK.

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the UK Government.
- Where we use certain service providers, we may use specific contracts approved by the ICO which give personal data the same protection it has in the UK.
- We have an ICO approved International Data Transfer Agreements (in addition to other contractual arrangements) in place with our U.S. affiliate (Milltown LP) that contractually secures your data subject rights with Milltown LP. Additionally, we have carried out a Data Transfer Risk Assessment in respect of our personal data transfers to the U.S.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK.

9. 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.

10. DATA RETENTION

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

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 requirements.

Details of retention periods for different aspects of your personal data are available in our data retention policy which you can request by contacting us.

In some circumstances you can ask us to delete your data: see “request erasure” in section 11 below for further information.

In some circumstances we may 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.

11. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. We apply these worldwide; however, we reserve our rights in this regard to the extent permitted by law. 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 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. California residents have the right to opt out of the “sale” or “sharing” of their personal data, as those terms are defined under the California Consumer Privacy Act (“CCPA”); however, we do not currently “sell” or “share” personal data, and so these rights do not apply.

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: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) 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; or (d) 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.

If you wish to exercise any of the rights set out above, please contact us. We will not discriminate against you

for exercising these rights.

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 may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). We generally do this by asking you to provide personal data we can match against information we have already collected from you and confirm your request using the email account stated in the request, if applicable. 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.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may 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.

12. GLOSSARY

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. 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.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

THIRD PARTIES

Internal Third Parties

Our affiliate that is based in the U.S.: Milltown LP.

External Third Parties

- Service providers who provide IT and system delivery/administration services.
- Professional advisers who provide, for example, accountancy and legal services.
- Regulators and other authorities who may require reporting of processing activities in certain circumstances.

13. Information for California Residents

Your California Privacy Rights

California’s “Shine the Light” law permits customers in California to request certain details about how certain types of their information are shared with third parties for those third parties’ own direct marketing purposes. If you are a California resident, you may opt-out of such sharing by emailing us using the contact information above.

California Notice at Collection

You have the right to receive notice of the categories of we collect, and the purposes for which those categories of will be used.

The categories we use to describe the information are those listed in the CCPA. Certain personal data may fall into multiple categories, and in some circumstances, how we use and how long we keep the information within each category will vary. For retention considerations, see section 10 above. The examples of personal data listed below are illustrative and do not represent a complete description of the information we process.

Category	Required Information
Personal Identifiers	<p><u>Examples of what we collect:</u> Name, email address, phone number, and contact address, username, IP address, unique identifiers (such as those assigned in cookies).</p> <p><u>Sources:</u> Direct interactions; Automated technologies.</p> <p><u>Purpose of collection and use:</u> All purposes listed in How We Use Your Personal Data.</p>
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	<p><u>Examples of what we collect:</u> Physical characteristics or description, address, telephone number, credit card number, debit card number, or any other financial information.</p> <p><u>Sources:</u> Direct interactions.</p> <p><u>Purpose of collection and use:</u> All purposes listed in How We Use Your Personal Data.</p>
Protected classification characteristics under California or federal law	<p><u>Examples of what we collect:</u> Race, gender, ethnic origin, religion.</p> <p><u>Sources:</u> Direct interactions.</p> <p><u>Purpose of collection and use:</u> To obtain information from the public about their views on our clients.</p>
Commercial information	<p><u>Examples of what we collect:</u> Transaction information, billing records, payment records, order history.</p> <p><u>Sources:</u> Direct interactions.</p> <p><u>Purpose of collection and use:</u> To provide our services to you or your organization.</p>
Biometric information	Not collected.
Internet or other similar network activity	<p><u>Examples of what we collect:</u> Unique numerical identifier, cookie or tracking pixel information, device ID, browsing history, search history, IP address, interaction with a website, or interaction with advertisement.</p> <p><u>Sources:</u> Direct interactions; Automated technologies.</p>

	<p><u>Purpose of collection and use:</u> To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data); To deliver relevant content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you; To make suggestions and recommendations to you about goods or services that may be of interest to you</p>
Geolocation data	<p><u>Examples of what we collect:</u> ZIP code, IP address. We do not collect precise geolocations data.</p> <p><u>Sources:</u> Direct interactions; Automated technologies.</p> <p><u>Purpose of collection and use:</u> To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data); To deliver relevant content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you; To make suggestions and recommendations to you about goods or services that may be of interest to you</p>
Professional or employment related information	<p><u>Examples of what we collect:</u> Employment history, for example on a CV (job applicants only)</p> <p><u>Sources:</u> Direct interactions.</p> <p><u>Purpose of collection and use:</u> To receive you or your organisation's goods or services; To consider you or your organisation's offer to supply goods or services to us; To consider your application for a job or internship with us.</p>
Education information	<p><u>Examples of what we collect:</u> Education history data for example on a CV (job applicants only)</p> <p><u>Sources:</u> Direct interactions.</p> <p><u>Purpose of collection and use:</u> To receive you or your organisation's goods or services; To consider you or your organisation's offer to supply goods or services to us; To consider your application for a job or internship with us.</p>
Audio, electronic, visual, thermal, olfactory, or similar information	<p><u>Examples of what we collect:</u> audio or video recordings of research discussions (focus group participants only).</p> <p><u>Sources:</u> Direct interactions.</p> <p><u>Purpose of collection and use:</u> To provide our services to you or your organization; To obtain information from the public about their views on our clients</p>
Inferences drawn from other personal information	<p><u>Examples of what we collect:</u> N/A</p>
Sensitive information	<p><u>Examples of what we collect:</u> Racial or ethnic origin.</p> <p><u>Sources:</u> Direct interactions.</p> <p><u>Purpose of collection and use:</u> To obtain information from the public about their views on our clients.</p>

Sale, Sharing, and Other Disclosure of Personal Data

Any category of personal data listed in the chart above may be disclosed for a business purpose the parties listed in Section 12. California law also requires us to provide you with information regarding the parties to whom we “sell” or “share” your information. We do not “sell” or “share” your personal data as those terms are defined under the CCPA..

For more information on your rights if you are a California resident and how to exercise them, please see section 11 above.