

# PRIVACY NOTICE

Outbound Field Marketing Services Ltd (Outbound) act on behalf of Hewlett Packard Enterprise Company (HPE) (the Data Controller) and are the Processor of the personal data you provide to us via this website. We know that you care about how the information we receive from you is used and shared, and we take your privacy seriously. This Privacy Notice describes Outbound's privacy practices in relation to the information that we collect through this website.

## What information do you collect and how do you use it?

Data we collect and process is used for two reasons:

1. We collect your Business Details in order to fulfil your request for cash back, communicate with you regarding this programme and send you information about other products and services that we think would be of interest to you. Your personal details also identify you within our system so that you can access updates on your claim progress. We also collect your Payment Details in the form of your business bank account so that we can make your cash back payment to you.
2. We also collect standard information that your browser sends to every website you visit, such as your Internet Protocol (IP) address, the device you are using, the operating system and language, geo-location and the date and time you access the website for the purpose of analysis, which enables us to improve the quality, performance and experience of the website. We may also use your interaction data in an anonymised way to gain insight on interactions and/or behaviour within the website as a whole or for a specific functionality.

We will not collect any personal data from you we do not need in order to fulfil the services or pursue our legitimate business purposes as described above.

## How can I contact you about my personal data?

If you believe the information we process on you is incorrect you can request to see this information and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, or wish to exercise any of your individual rights regarding your personal data, you can contact the Data Controller's Data Protection Officer to have the matter investigated: <https://www.hpe.com/uk/en/legal/privacy.html>

If you are not satisfied with the response, or believe your personal data is not being processed in accordance with the law, you can complain to the Information Commissioner's Office in the UK: <https://ico.org.uk/>

## How will you contact me?

In order to fulfil the services and communicate with you regarding the cash back application, we or the Data Controller will contact you by email or telephone.

We may also from time to time send you marketing communications via email, you can opt out of marketing emails at any time by unsubscribing from any emails of this type that you receive.

## Will my data be shared?

We will never sell or lease your personal data. We will pass your data to the Data Controller for use in reporting on activity, or performance within a programme, incentive or campaign.

The Data Controller's Privacy Statement can be accessed here:

<https://www.hpe.com/uk/en/legal/privacy.html>. If we need to share your personal data with a third party for the purposes of processing we ensure that they uphold the same levels of privacy and security as we do and that they hold your data for the processing purposes only and do not reuse or sell your data.

#### How do you keep it secure?

All the personal data we collect and store is processed by our staff in the UK. For the purposes of IT hosting and maintenance this information is located on servers within the European Union. Where processing your information involves sending it to other countries outside of the EEA, including the United States of America, we are responsible for making sure that your information continues to be protected. Outbound have implemented organisational, technical and administrative measures to protect your personal data including security controls to prevent unauthorised access to our systems.

#### How long do you keep my data for?

We keep your personal data for as long as we are instructed to by the Data Controller and to comply with UK tax law. When we no longer need to keep your personal data, we will delete it from our systems and take steps to anonymise the data unless we need to keep it to comply with a legal obligation. If you provide us with additional information relating to a specific activity, we will only store your data for as long as necessary to fulfil that service to you.