

# Dyson Global Visitor Notice

November 2020

At Dyson we are committed to ensuring that your personal data is protected and never misused. As a visitor to our premises, we will process your personal data to ensure that we adhere to our security, health and safety, and fire marshalling requirements.

Dyson is responsible for the personal data that we hold about you. We are a global organisation with a presence in many countries.

In this notice, 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 or which are responsible for stores, stands or events in your country. When we refer to the "Dyson Group", we mean all Dyson group companies.

## What personal data will we process and why?

The level of personal data required may differ by local country requirements, but in general we will be required to process the following:

- Name;
- Contact details;
- Signature;
- Where required, government issued identification documentation (e.g. identity cards, passports, drivers licences); and
- Where required, photographs.

Dyson has a legitimate interest, and in some cases a legal obligation, to use your personal data to:

- manage visitor access and notification of arrival;
- ensure that appropriate security access is provided;
- log current onsite population for the purposes of health and safety and fire marshalling;
- provide a required or requested services (e.g. onsite product support), where applicable; and

- complete non-disclosure agreements or other relevant legal documentation, where required.

All Dyson premises use video surveillance systems, such as CCTV, that captures the image of all visitors to Dyson sites. The purpose of these systems is to prevent crime and promote staff security and public safety. The footage may be used for investigation and relevant further action.

To promote our products we often hold Dyson events in a variety of venues, such as Dyson stores or other retailer properties. By attending these events your personal data may be captured:

- As part of photographs or filming for social media, promotional media or archiving purposes;
- By our experts and stylists, with your permission, for sharing on social media or in promotional materials; or
- To book an appointment with one of our experts.

Where we knowingly collect and process children's data, appropriate information about that processing will be provided at the point of collection. Parental, and or legal guardian, consent for this data will be collected at the time of data collection, as and when required.

## What personal data does Dyson share with third parties?

Most importantly, we never sell your personal data to anyone and only share it as outlined in this privacy notice or when you ask us to.

We may share your personal data with:

- Other Dyson entities (including those outside of the EEA), governed by Dyson's Intercompany Agreement;
- Relevant third party providers who need it to perform their services, such as security services;
- Third parties who help us to detect, investigate and prevent criminal activities, such as law enforcement; and
- Third parties where 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 data, please email our Privacy Team at [privacy@dyson.com](mailto:privacy@dyson.com).

## How long do we keep your personal data?

We only keep your personal data for as long as we need to, to be able to use it for the reasons given in this privacy notice, and for as long as we are required to keep it by law. The actual period for which we store your personal data will vary depending on the type of personal data and how it is used.

## How do we protect your personal data?

We are committed to protecting your personal data. We use a range of measures that adequately protect your personal data and privacy, and review those regularly.

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

## Data transfers, storage and the global handling of your personal data

The relevant Dyson group company or companies will collect personal data from you in the country in which you live. We, and those third parties that we share your personal data with, then host, store and otherwise handle that information in the UK, in the countries within the European Economic Area (EEA) or in any country outside of the EEA, including those listed in the Contacts page.

We will make sure that any transfers of your personal data from one country to another comply with those data protection and privacy laws which apply to us.

## Your controls and choices

Where possible, we give you control over the personal data we collect about you.

You have the right to ask us to:

- Provide a copy of the personal data that we hold about you; and
- Update and amend personal data that we hold about you.

In certain circumstances, you also have the right to ask us to:

- Stop using your personal data for certain purposes;
- Limit or restrict our use of your personal data;
- Remove or delete personal data about you; or
- Provide your personal data to a third party provider of services.

Please note that those rights do not always apply and there are certain exceptions to them. We will also need to confirm identity before acting on certain requests.

If the law in your country allows us to impose a fee for giving you access to your personal data, or to exercise any of your other rights in relation to your personal data, we will let you know. You will not be discriminated against for exercising any of the rights that apply to you.

If you, or a party authorised to act on your behalf, would like to exercise any of your rights in relation to your personal data, please email [privacy@dyson.com](mailto:privacy@dyson.com) or call your local Dyson centre from the [Contacts page](#). We will send you a link to our privacy portal, using the contact details that you provide, where you will be invited to provide further information about your request and be given further information about how we will process that request.

## Changes to this privacy notice

We will regularly review and update this privacy notice. This privacy notice was last reviewed and updated in November 2020.

If we change our privacy notice in a way that significantly changes how we process the personal data that we hold about you, we will also ask you to confirm that you are happy with those changes.

## Translations of this privacy notice

If there are any conflicts or inconsistencies between the translated versions of this privacy notice, the English version will prevail.

## Contact us

If you would like to receive this information in another format or have any questions, comments or concerns about how we use the personal data we hold about you, please contact our Global Privacy Team.

You can contact our Global Privacy Team at any time by email at [privacy@dyson.com](mailto:privacy@dyson.com) or in writing at:

C/O The Privacy Team,  
Dyson,  
Tetbury Hill,  
Malmesbury,  
Wiltshire,  
SN16 0RP

We will get back to you as soon as possible.

You can also contact the relevant regulator or authority in your country that is responsible for handling complaints about the use of personal data.