

## **PRIVACY POLICY**

### **1. INTRODUCTION**

VoxBox.Studio Limited respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data which we collect about you and your device when you visit our website ( [www.voxbox.studio](http://www.voxbox.studio) ) (**our Site**) and tell you about your privacy rights and how the law protects you.

Our Site uses cookies (or similar technologies) to distinguish you from other users of our Site This helps us to provide you with a good experience when you browse our website and also allows us to improve our website. By continuing to browse our Site, you are agreeing to our use of cookies.

Please also use the Glossary to understand the meaning of some of the terms used in this privacy policy.

### **PURPOSE OF THIS PRIVACY POLICY**

This privacy policy aims to give you information on how VoxBox collects and processes your personal data through your use of our Site, including any data you may provide through our Site when you register on our Site, sign up to our newsletter, use our services or purchase a product.

Our Site is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy 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. This privacy policy supplements the other notices and is not intended to override them.

### **CONTROLLER**

**VoxBox.Studio Limited** is the controller and responsible for your personal data (collectively referred to as "VoxBox", "we", "us" or "our" in this privacy policy).

If you have any questions about this privacy policy, including any requests to exercise your legal rights, please write to us at [privacy@voxbox.studio](mailto:privacy@voxbox.studio) or at our registered office address: Unit 10 Southbrook Mews, London SE12 8LG, United Kingdom.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## CHANGES TO THE PRIVACY POLICY AND YOUR DUTY TO INFORM US OF CHANGES

We will make changes to this privacy & cookie policy from time to time to reflect changes in the law and our operations. This version was last updated on 8 June 2023.

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 Site may include links to third-party applications, websites (including our page on Kickstarter), 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 applications or websites and are not responsible for their privacy statements. When you access third-party applications or websites via our Site, we encourage you to read the privacy & cookie policy of the third-party applications and websites you visit.

## 2. 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 different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes first name, last name, username or similar identifier, title, date of birth and gender.
- **Contact Data** includes postal 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 our Site.
- **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 Site, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does **not** directly or indirectly reveal your identity. For example, we may

aggregate your Usage Data to calculate the percentage of users accessing a specific page on our Site. 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 & cookie policy.

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 fulfil an order for a product). In this case, we may have to cancel an order you have placed with us but we will notify you if this is the case at the time.

### **3. HOW IS YOUR PERSONAL DATA COLLECTED?**

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, email or otherwise. This includes personal data you provide when you:
  - purchase our products;
  - register on our Site;
  - subscribe to our e-newsletter;
  - enter a promotion or survey; or
  - give us some feedback.
- **Automated technologies or interactions.** As you interact with our Site, we may automatically collect technical data about your device, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our cookie notice below for further details.
- **Third-parties or publicly available sources.** We may receive personal data about you from various third-parties as set out below:
  - Analytics of use of our Site, navigation, access, your location provided by Google Analytics (data processed outside the UK). Any such data we receive from Google Analytics is anonymised. We will not be able to identify you from this data;
  - Contact, Financial and Transaction Data through our payment gateway (data processed outside the UK), to process payment transactions;
  - Identity, Contact and Marketing and Communication data from Flodesk to mail our

- o e-newsletters to you (data processed outside the UK)
- o Identity, Contact and any other personal information you chose to provide to us via email from Gmail our email provider (data stored within the UK)

#### 4. 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.
- Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to 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 sales@voxbox.studio or at our registered office address: Unit 10 Southbrook Mews, London SE12 8LG

#### Purposes for which we will use your personal data

We have set out below, in a table format, 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.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To include you on our e-newsletter mailing list or to notify you about our Kickstarter campaign	(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	(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 & cookie policy (b) Asking you to leave a review or take 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 users use our products).
To enable you to partake in a prize draw, competition or complete a survey	(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 users use our products, to develop them and grow our business)
To administer and protect our business, and our Site (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) (b) Necessary to comply with a legal obligation
To deliver relevant content on our Site and measure or understand the effectiveness of the advertising we provide to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how users use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our Site, products, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of users for our products, services, to keep our Site updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about products that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products and grow our business)

## **MARKETING**

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

### **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 products, 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 products from us or if you provided us with your details when you registered on our Site or you have signed up to our e-newsletter mailing list and, in each case, you have not opted out of receiving that marketing.

### **THIRD-PARTY MARKETING**

We will get your express opt-in consent before we 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 sales@voxbox.studio or at our registered office address: Unit 10 Southbrook News, London SE12 8LG.

### **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.

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.

## **5. COOKIE POLICY**

### **WHAT ARE COOKIES?**

A cookie is a small file of letters and numbers used to store information. They are stored on your device when the website is loaded on your browser, if you agree. When we refer to cookies, we may also mean other technologies which perform a similar function. Most web browsers accept cookies automatically but you can usually modify your browser setting to decline cookies if you prefer. These cookies help us make our Site function properly, make it more secure and provide better user experience and understand how our Site performs and to analyse what works and

where it needs improvement.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our Site. They include, for example, session cookies that enable you to log into and navigate our Site, use a shopping cart or make use of payment services.
- **Performance cookies.** These cookies are set by our website creation platform Weebly, and allow us to collect anonymous information about how users interact with our Site. This helps us to improve the way our Site works, for example, by ensuring that users are finding what they are looking for easily.
- **Advertising cookies.** These cookies help to display relevant advertisements on our Site and other websites that users visit. They may collect information about users' browsing habits to personalise ads.
- **Analytics cookies.** These cookies are set by third-party services that we use, such as Google Analytics and social media sites. They may collect information about users' browsing habits and interactions with our Site.

Please note that third-parties (including, for example, providers of external services such as web traffic analysis services) or if you access our Site via our page on Kickstarter or via social media platforms, such as Google, Apple and FaceBook, they may use cookies, over which we have no control and the privacy & cookie policies of those entities will apply to you.

The following cookies may be placed on your device:

Cookie Name	Duration	Category	Description
Weebly_app-session		Necessary	This cookie is used to maintain a user's session on our Site
_ga	1 year 1 month 4 days	Analytics	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.

_gat	1 year 1 month 4 days	Analytics	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.
_gid	1 day	Analytics	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.
is_mobile		Performance	This cookie is set on our Site by Weebly and enables us to remember you have used our Site before, preferences you may have indicated and information you have provided to us to give you a customised experience.
Weebly-landing_site		Performance	This cookie is set on our Site by Weebly and tracks a user's landing page to help determine the preferred language for displaying our Site
sto-id-editor		Performance	This cookie is set on our Site by Weebly and enables us to remember you have used our Site before, preferences you may have indicated and information you have provided to us to give you a customised experience.
sto-id-pages		Performance	This cookie is set by Weebly and enables us to remember you have used our Site before, preferences you may have indicated and information you have provided to us to give you a customised experience.



_sp		Performance	The cookie is set on our Site by Weebly and the information is used to monitor the performance of our Site and measure use. These cookies help us understand whether you have used our Site before so we can identify the number of unique users we receive. They also help us understand how long you spend using our Site and from where you have accessed our Site, so that we can improve the Services and learn about the most popular aspects of our Site.
Weebly_dashboard_recent_sites		Performance	This cookie is set on our Site by Weebly and tracks a user's recently accessed sites to help make it easier for the user to revisit them
_snow_ses.1cf4		Performance and Analytics	The cookie is set on our Site by Weebly and the information is used to monitor the performance of our Site and measure use. These cookies help us understand whether you have used our Site before so we can identify the number of unique users we receive. They also help us understand how long you spend using our Site and from where you have accessed our Site, so that we can improve the Services and learn about the most popular aspects of our Site.
_snow_id.1cf4			The cookie is set on our Site by Weebly and the information is used to monitor the performance of our Site and measure use. These cookies help us understand whether you have used our Site before so we can identify the number of unique users we receive. They also help us understand how long you spend using our Site and from where you have accessed our Site, so

			that we can improve the Services and learn about the most popular aspects of our Site.
snowplowOutQueue_snowday__wn_post2		Performance and Analytics	The cookie is set on our Site by Weebly and the information is used to monitor the performance of our Site and measure use. These cookies help us understand whether you have used our Site before so we can identify the number of unique users we receive. They also help us understand how long you spend using our Site and from where you have accessed our Site, so that we can improve the Services and learn about the most popular aspects of our Site.
WeeblyDiceRollUser		Performance and Analytics	The cookie is set on our Site by Weebly and the information is used to monitor the performance of our Site and measure use. These cookies help us understand whether you have used our Site before so we can identify the number of unique users we receive. They also help us understand how long you spend using our Site and from where you have accessed our Site, so that we can improve the Services and learn about the most popular aspects of our Site.

## MANAGE COOKIE PREFERENCES

### [COOKIE SETTINGS]

You can change your cookie preferences any time by clicking the above button. This will let you revisit the cookie consent banner and change your preferences or withdraw your consent right away.

In addition to this, different browsers provide different methods to block and delete cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers:

Chrome: <https://support.google.com/accounts/answer/32050>

Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>

Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>

Internet Explorer: <https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you are using any other web browser, please visit your browser's official support documents.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

If you choose to decline cookies, you may not be able to fully experience any interactive features of our Site.

Disabling cookies on your computer browser will not affect the cookies on your mobile phone or other devices, so you will need to turn them off for each device you use to access our Site.

## **6. DISCLOSURES OF YOUR PERSONAL DATA**

We may have to share your personal data with third-parties set out below for the purposes set out in the table in paragraph 4 above.

- Bulk email application (such as Flodesk)
- hosting/email server (if data is held on the server/email server)
- payment processing provider

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

## **7. INTERNATIONAL TRANSFERS**

Some of our external data processors are based outside the UK so their processing of your personal data will involve a transfer of data outside the UK.

Whenever we transfer your personal data out of the UK, we ensure that our providers afford a similar degree of protection to your data as is standard under data protection laws in the UK.

## **8. 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.

## **9. 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. For example, by law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

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.

## **10. YOUR LEGAL RIGHTS**

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

- Request access to your personal data
- Request correction of your personal data
- Request erasure of your personal data
- Object to processing of your personal data
- Request restriction of processing your personal data
- Request transfer of your personal data
- Right to withdraw consent

If you wish to exercise any of the rights set out above, please contact us at [privacy@voxbox.studio](mailto:privacy@voxbox.studio) or at our registered office address: Unit 10 Southbank Mews, London SE12 8LG.

### **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). 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.