



Superior Wellness Privacy Policy

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Who are we?

At Superior Wellness we are committed to protecting and respecting your privacy and keeping your personal information safe and confidential, both online and offline. We ensure every measure is taken to keep your information safe. We follow strict procedures on how personal information is stored and used and we control who sees it to help stop any unauthorised person getting hold of it.

We recognise that it is important for you to understand how we use your personal information. Please take time to read through this Privacy Policy and our Cookies Policy, to ensure you are aware of how Superior Wellness obtains and uses your information and how we keep it safe.

For the purposes of the data protection laws applicable to us, we, Superior Wellness Limited, are the data controller of personal information you provide to us or which we otherwise obtain about you. In other words, we are the organisation that decides how your personal information is used in the context of our business. We are registered in the United Kingdom with registered address at Superior House, Broombank Park, Chesterfield, S41 9RT. Our company registration number is 07617796. In this Privacy Policy, "Superior Wellness", "we", "us" and "our", refer to Superior Wellness Limited.

This Privacy Policy

This Privacy Policy describes the way we process and use any personal information about our partners, potential customers, visitors to our website and any other individuals whose data we process in the course of our business. As such, it will apply to your use of this website. It will also





apply when we provide services to you over the phone or in person (e.g. when visiting the Superior Wellness showroom) or otherwise engage with us.

We reserve the right to change this Privacy Policy from time to time and will notify you where possible when this happens. You should therefore check this page frequently to ensure that you are happy with any changes.

When you talk to us or interact with us (for example, through our website) or otherwise engage with us, you acknowledge that we may collect personal information from you and we may use and transfer that personal information as set out in this Privacy Policy. To assist you further in understanding this Privacy Policy, we have set out in the Schedule examples of types of personal data we collect and the lawful basis for processing such data.

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Schedule: The Legal Bits

1. Personal Information that we collect from you

We will only use information from which you can be identified, such as your name, and contact details ("**Personal Information**") which is provided to us, or otherwise obtained by us, as set out in this Privacy Policy. For more examples of the Personal Information we collect, please see the Schedule below.

This may be when you are completing the Become a Partner submission form or signing up to receive job alerts. We will only use this information for the purpose that is specified.



We will ensure that your Personal Information is handled in accordance with all data protection laws that apply to us from time to time.

2. How Personal Information is collected

There are a number of different ways in which we may collect Personal Information from you directly, for example if you are a partner, if you are a potential partner (e.g. if you're making an enquiry or browsing our website to consider partnering with us), or maybe you are applying for a role with us.

Examples of when we may collect Personal Information about you (directly or indirectly) include:

- **Become a Partner form.** If you are interested in partnering with us you can complete a form to state your interest and provide us with information about your company, we will collect the data that we need and this will be passed onto the sales team who will contact you directly to discuss your submission.
- **Talking to us.** When you interact with us (e.g. registering with us online, sending us emails, contacting us via telephone or simply visiting the website, or if you talk to us via social media), we will collect the data that we need in order to have that interaction with you. In respect of any online interactions, we may also collect technical information about you ("**Technical Personal Information**") (for examples of this, please see the Schedule below).
- **Requesting the Partner brochure.** You may wish to sign up to receive the Partner brochure via our online data capture forms on our website (or by filling in a form while you are at a Trade Show) and accordingly we may collect Personal Information when you register for email. You may unsubscribe from receiving our email marketing at any time by contacting our Marketing team or via the unsubscribe link in your emails.
- We have CCTV at the Superior Wellness head office and showroom for the purpose of crime prevention. Where this is used, we will display appropriate notices.
- **Sharing your experiences.** If you leave a review with us on our website, through a survey or via social media, we may choose to share your experiences with third parties or in marketing material. You can choose to opt-out of us sharing that information by ticking the relevant box on the form.



- **Job references.** Where you apply for a job with us, we may collect from you and third parties (where relevant) additional Personal Information such as your CV and any references.

3. How we use your Personal Information

We will only ever use your Personal Information when the law allows us to, as described in the Schedule. Examples of why we may process your Personal Information are:

- **Partner network opportunities.** If you express an interest in becoming a partner we will use this information to assist whether this may be possible. We will contact you via email or phone to discuss the opportunity.
- **Marketing Communications and Newsletters.** When you sign up to receive the Partner brochure via our online data capture forms on our website (or by filling in a form while you are at a Trade Show), and do not opt-out at the point of submitting your Personal Information, we may also use your Personal Information to send you our newsletters, special offers and other marketing communications by electronic means (e-mail or SMS). You may change your mind about receiving such marketing communications at any time, as detailed in the "Your Rights" section below.
- **Job Openings.** If you have consented to such communications, we may also send you information about our job openings that may be of interest to you and/or inform you about important changes or developments to our services.

4. Your Rights

You may choose to restrict the collection or use of your Personal Information in a number of ways that are more particularly described in the Schedule.

If you'd like to do so, please contact us by emailing us at info@superiorwellness.co.uk or by using the contact details in the Contact Us section below.

5. Security and how long we retain your Personal Information



We implement security measures to protect your Personal Information from access by unauthorised persons and against unlawful processing.

Unless otherwise instructed by you, we will retain your Personal Information for only as long as we require for the purposes for which it was collected. Once the relevant purpose has been satisfied, we will securely delete or anonymise your Personal Information unless we are required to retain a copy of such information under applicable law.

Please note, that the transmission of information via the internet is not completely secure and, although we will take steps to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted via the website and/or our apps – any transmission is therefore at your own risk.

6. Cookies

For more information on our use of cookies, please see our [Cookies Policy](#).

7. Transfers of your Personal Information outside the EEA

The Personal Information you provide to us will be stored on servers in the UK and we take steps to protect your Personal Information from unauthorised access and against unlawful processing, accidental loss, destruction and damage.

In processing your Personal Information, it may be necessary for us to transfer your Personal Information outside the European Economic Area ("EEA"). It may also be accessed by people based outside the EEA who work for us or for one of our suppliers or group companies.

We will only transfer your Personal Information to third parties outside the EEA if:

- that third party is situated in a country that has been confirmed by the European Commission to provide adequate protection to Personal Information; or



- that third party has signed a European Commission approved written contract to provide all the necessary protections to your Personal Information as required by data protection laws or has signed up to an approved safeguarding scheme; or
- we have your consent to do so.

You can contact us to request a copy of the relevant extracts from the contractual documentation we use relating to the transfer of your Personal Information. For the avoidance of doubt, in the event that the UK is no longer a part of the EEA, references in this Privacy Policy to the EEA shall mean the EEA and the UK.

8. Complaints

Should you have any queries or complaints in relation to how we use your Personal Information, please contact us using the details below. Should you wish to take any complaints or queries further, you have the right to contact the Information Commissioner's Office regarding such issues.

9. Contact us

If you have any questions, please feel free to contact us by email at info@superiorwellness.co.uk. Alternatively, you may call our team on 01246 559071, Monday to Friday, 9am to 5pm.

Schedule – The Legal bits

Part I: Types of Personal Information we collect

Examples of the types of Personal Information we may collect include:



- **Identity data:** name, company name, address, email address
- **Contact data:** billing address, delivery address, email address, telephone numbers.
- **Technical Personal Information:**
- **Device data.** *Information about the type of device, operating system and platform you use (such as a computer or mobile device) to access our website and/or our apps, your choice of browser and plug-in types and versions.*
- **Location data.** *We may collect the location or time zone setting of a device or IP address.*
- **Usage data about your visit.** *Automatically generated information about your website session, e.g. full Uniform Resource Locators (URL) clickstream to, through and from our website (including date and time), products and events you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), data about your internet service provider, the number and timing of clicks to and from the content on our website and/or our apps and methods used to browse away from the page.*
- **Data about your interactions.** *Data generated through interacting with our content such as the contents of a post or comment on our website, or whether a link or image was shared using a particular social media network. Where you receive emails from us we may also collect email engagement rates and activities.*

Some of the technical data set out above will be collected by cookies that we use on our website and/or our apps. For more information on the ways in which we make use of cookies, please see our Cookies Policy.

Part II: How we are able to process your Personal Information

In order to be able to process your Personal Information, data protection law requires us to have a lawful basis in which to do so, as set out below:

- **Talking to us.** When you interact with us (e.g. sending us emails, contacting us via telephone or simply visiting the website, or if you talk to us via social media), we will collect the data that we need in order to have that interaction with you. *We use this*

data to communicate with you, in reliance on our legitimate interests (which don't unduly prejudice your rights).

- **Making enquiries about becoming a partner.** If you are considering joining the partner network we may collect your Personal Information as part of the enquiry process (whether or not you decide to go ahead or not). We will contact you afterwards to let you know more about the opportunities available and further information about Superior Wellness, unless you ask us not to. *We use this data to communicate with you and deal with your enquiry – and then to send other news and marketing that we think you will be interested in - in reliance on our legitimate interests (which don't unduly prejudice your rights).*
- We have CCTV at the head office in Chesterfield for the purpose of crime prevention. Where this is used, we will display appropriate notices. *We process image data for this purpose in reliance on our legitimate interests (which don't unduly prejudice your rights).*
- **Sharing your experiences.** If you leave a review with us on our website, through a survey or via social media. *We use your data as customer testimonials if you are kind enough to share or leave a review and we do this in reliance on our legitimate interests (which don't unduly prejudice your rights).*
- **Job references.** Where you apply for a job with us, we may collect from you and third parties (where relevant) additional Personal Information such as your CV and any references. *We do this in order to perform a contract with you (if you go on to accept a role with us) and in reliance on our legitimate interests (which don't unduly prejudice your rights).*

Please note that we also process some personal data in order to comply with certain legal obligations, to prevent and detect criminal activity and in order to protect, defend and establish our legal rights.

Part IV: Your rights

Your legal rights in relation to the Personal Information we hold about you are set out below.

- You can object to our processing of your data for legitimate purposes (see the Schedule for more information) if you feel it impacts on your rights. You can also



change your mind about receiving communications from us and third parties in relation to marketing or market research communications.

- You are entitled to access a copy of the Personal Information we hold about you (subject to a few exemptions) and ask for details as to how and why that information is processed.
- You can request that we correct any Personal Information that we are holding about you that is incorrect or incomplete.
- You can ask us to erase or stop processing any Personal Information we have about you where there is no longer a legal ground for us to hold it.