

THIRD PARTY PROCESSORS USED TO PROVIDE THE PRIVILEGE PROGRAMME

THIRD PARTY	WHY DO WE SHARE YOUR PERSONAL DATA WITH THEM?	HOW IS YOUR PERSONAL DATA USED AND WHY?
Codilink UK Ltd (trading as Coniq)	Coniq processes your transaction information to help us determine whether you are eligible for a treat or reward.	Your transaction details are matched with details of previous transactions logged against your user identification to determine whether you are entitled to a treat or reward.
Amazon Web Services	Amazon Web Services hosts your personal data on behalf of Coniq.	Your details are held on Amazon Web Services to enable Coniq to perform its services.
Oracle	Oracle communicates with you on our behalf via email, sms and push notifications (if you have given us consent to do so).	Oracle uses your personal data to send you marketing communications including details of treats, rewards and other products or services you may be interested in.
Mediabrandz Ltd. Mindshare Media UK Ltd Insightful Media Ltd ICAN Agency Ltd DoubleclickbyGoogle Crimson Tangerine Ltd Facebook Instagram	Mediabrandz Ltd. is our advertising agency. Mediabrandz Ltd. shares your personal data with Facebook and Instagram so we can advertise on these platforms (if you have given us consent to do so).	We share your email address with Mediabrandz Ltd, who shares it with Facebook and Instagram. Facebook and Instagram only use this information for the purpose of identifying other people who are similar to you and who might also be interested in the Villages or in Privilege, so that we can advertise to them through these social media platforms.
Liveclicker, Inc	So we can use your location to deliver tailored advertising to you (if you have given us consent to do so).	We provide your encrypted Privilege member reference to Liveclicker. Liveclicker combines this information with your location data. Based on your location when you open an email from us, or log onto our website, we tailor the content of our communication to you (for example, to tell you about a sale at a Village near you). Liveclicker cannot identify you or decrypt your member reference. Liveclicker does not share your location data with us.
Mediabrandz Ltd Admaxim	Mediabrandz Ltd. is our advertising agency. Mediabrandz Ltd. engages Admaxim on our behalf so we can use your location to send you targeted advertising when you are close to a particular trigger location, and again when you enter a Village (if you have given us consent to do so).	Admaxim collects your location information and uses it to target advertising on your device. Admaxim then monitors your device to see if you visit a Village, and reports to us on this so we can measure the effectiveness of the earlier advertising.
SalesForce	We use SalesForce to manage our in-village customer service functions	We use SalesForce to collect, view and edit your data to assist you in managing your personal data.
Hitachi Consulting	We use Hitachi Consulting to manage our data integration across our marketing services partners (outlined here)	Hitachi Consulting facilitate the collection and storage of your data to share amongst our marketing and technical service partners to facilitate our privilege program membership services.
CCR Data Ltd. Pro Data Data Mark Data Action Data Ireland Character Print Solucutions Valuelab	We use a number of third party processors to cleanse data against external suppression lists	CCR Data Ltd. Provide data cleansing services using a number of externally held suppression lists.