



ONE 51 GROUP SERVICES LIMITED TRADING AS IPL

("the Company", "We", "Us" or "IPL")

DATA PRIVACY NOTICE - GENERAL

Version Number:	1.0
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1. Introduction

1.1 The Company respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you use our goods / services or visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you. Please also use the Glossary to understand the meaning of some of the terms used in this privacy notice.

2. Important information and who we are

2.1 This privacy notice aims to give you information on how the Company collects and processes your personal data through your use of our goods / service and the use of our website.

2.2 Our website is not intended for children, and we do not knowingly collect data relating to children.

2.3 It is important that you read this privacy notice 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 notice supplements other notices and privacy policies and is not intended to override them.

3. Controller

3.1 IPL is the controller and responsible for your personal data on behalf of Intelligent Packaging Limited Partnership and its subsidiaries, (the "Group") as our Group website is hosted in Ireland.

3.2 We have appointed a Data Protection Officer who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the Data Protection Officer using the details set out below.

4. Contact details

4.1 If you have any questions about this privacy notice or our privacy practices, please contact our Data Protection Officer in the following ways:

- (a) Full name of legal entity: One51 Group Services Limited trading as IPL
- (b) Data Protection Officer: Legal Counsel
- (c) Email address: legal@iplglobal.com

4.2 You have the right to make a complaint at any time to Data Protection Commission ("DPC"), the Irish supervisory authority for data protection issues (www.dataprotection.ie). We would, however, appreciate the chance to deal with your concerns before you approach the DPC so please contact us in the first instance.

5. Changes to the privacy notice and your duty to inform us of changes

5.1 We keep our privacy notice under regular review.

5.2 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.

5.3 This privacy notice is hosted on our website and will be updated when applicable. If you are viewing this on our website, then you will be accessing the most up-to-date version.

6. The data we collect about you

6.1 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).

6.2 We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- (a) Identity data includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.

- (b) Contact data includes billing address, delivery address, email address and telephone numbers.
- (c) Financial data includes bank account and payment card details.
- (d) Transaction data includes details about payments to and from you and other details of products and services you have purchased from us.
- (e) 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 this website.
- (f) Profile data includes your username and password, purchases or orders made by you, your interests, preferences, feedback, and survey responses.
- (g) Usage data includes information about how you use our website, products, and services.
- (h) Marketing and communications data includes your preferences in receiving marketing from us and our third parties and your communication preferences.
- (i) We also collect, use, and share aggregated data such as statistical or demographic data for any purpose. Aggregated data could be derived from your personal data but is not considered personal data as this data will not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature. 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 notice.

6.3 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 as part of your usage of our services.

7. If you fail to provide personal data

7.1 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 provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

8. How is your personal data collected?

8.1 Direct interactions: You may give us your identity, contact and financial data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- (a) apply for our products or services;
- (b) create an account on our website;
- (c) subscribe to our service or publications;
- (d) request marketing to be sent to you; and/or
- (e) give us feedback or contact us.

8.2 Automated technologies or interactions: As you interact with our website, we will automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive technical data about you if you visit other websites employing our cookies. Please see our cookie policy for further details.

8.3 Third parties or publicly available sources: We will receive personal data about you from various third parties and public sources as set out:

- (a) technical data from the following parties:
 - (i) analytics providers;
 - (ii) advertising networks; and
 - (iii) search information providers;

- (b) contact, financial and transaction data from providers of technical, payment and delivery services;
- (c) identity and contact data from data brokers or aggregators; and/or
- (d) identity and contact data from publicly available sources such as Companies Registration Office, websites, social media, trade magazines, non-trade magazines and the electoral register based inside Ireland.

8.4 In line with S.I. No. 535/2003 - European Communities (Electronic Communications Networks and Services) (Data Protection and Privacy) Regulations, we may make use of a generic email address which is publicly available (i.e. *sales@company.com*) this will be used to ensure that for the first email no natural person can be identified. Where you respond to a generic mailer which will likely provide your name and contact information this data will be process in line with the 'direct interactions' statement at 8.1 above.

9. How we use your personal data

9.1 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:

- (a) Where we need to perform the contract, we are about to enter into or have entered into with you.
- (b) 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.
- (c) Where we need to comply with a legal obligation.

9.2 Search the Glossary to find out more about the types of lawful basis that we will rely on to process your personal data.

9.3 Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before 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.

10. Purposes for which we will use your personal data

10.1 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.

10.2 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. Please contact us if you need details about the specific legal ground, we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your goods or services 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)

	(e) Marketing and communications	
To manage our relationship with you which will include: (a) Notifying you about changes to our terms and conditions (b) Asking you to leave a review or take a survey (c) sending direct or indirect correspondence containing guidance	(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 customers use our products/services)
To enable you to partake in a call to action or to otherwise contact you regarding further engagement based on your existing relationship with us.	(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 customers use our products/services, to develop them and grow our business)
To administer and protect our business and our website (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 and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical	Necessary for our legitimate interests (to develop our products/services and grow our business)

	<ul style="list-style-type: none"> (d) Usage (e) Profile (f) Marketing and communications 	
Preventing and detecting fraud against you or us	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical (d) Usage (e) Profile 	<ul style="list-style-type: none"> (a) Necessary for our legitimate interests (fraud and crime prevention) (b) Necessary to comply with a legal obligation
<p>Conducting checks to identify our customers and verify their identity</p> <p>Screening for financial and other sanctions or embargoes</p> <p>Other activities necessary to comply with professional, legal, and regulatory obligations that apply to our business, e.g., under health and safety law or rules issued by our professional regulator.</p>	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical (d) Transaction (e) Usage (f) Profile 	<ul style="list-style-type: none"> (a) Necessary for our legitimate interests (fraud and crime prevention) (b) Necessary to comply with a legal obligation (c) Performance of a contract with you
To enforce legal rights or defend or undertake legal proceedings	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical (d) Transaction (e) Usage (f) Profile 	Necessary for our legitimate interests (to recover sums due to us or defending legal claims)
Gathering and providing information required by or relating to audits, enquiries, or investigations by regulatory bodies	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical (d) Transaction (e) Usage (f) Profile 	Necessary to comply with a legal obligation
Ensuring business policies are adhered to, e.g., policies covering security and internet use	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical (d) Transaction (e) Usage 	Necessary for our legitimate interests (to make sure we are following our own internal procedures so we can deliver the best service to you)

	(f) Profile	
Operational reasons, such as improving efficiency, training, and quality control	(a) Identity (b) Contact (c) Technical (d) Transaction (e) Usage (f) Profile	Necessary for our legitimate interests (to make sure we are providing good customer service)
Ensuring the confidentiality of commercially sensitive information	(a) Identity (b) Contact (c) Transaction	(a) Necessary for our legitimate interests (protecting trade secrets and confidential information) (b) Necessary to comply with a legal obligation (c) Performance of a contract with you
System security	(a) Identity (b) Contact (c) Technical (d) Transaction (e) Usage (f) Profile	(a) Necessary for our legitimate interests (system security) (b) Necessary to comply with a legal obligation (c) Performance of a contract with you
To share your personal data with members of our group and third parties that will or may take control or ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency In such cases information will be anonymised where possible and only shared where necessary	(a) Identity (b) Contact (c) Technical (d) Transaction	Necessary for our legitimate interests (business analytics)

11. Marketing

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

12. Promotional offers from us

- 12.1 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).
- 12.2 You will receive marketing communications from us if you have requested information from us or purchased goods or services from us and you have not opted out of receiving that marketing.

13. Third-party marketing

- 13.1 We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

14. Opting out

- 14.1 You can ask us or third parties to stop sending you marketing messages by contacting us at any time.
- 14.2 Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

15. Cookies

- 15.1 You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our cookie policy.

16. Third-party links

- 16.1 The website may include links to third-party websites, 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 websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

17. Change of purpose

- 17.1 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. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.
- 17.2 If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.
- 17.3 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.

18. Disclosures of your personal data

- 18.1 We may share your personal data with the parties set out below for the purposes set out in the table "Purposes for which we will use your personal data" above.
- (a) Internal Third Parties as set out in the Glossary.
 - (b) External Third Parties as set out in the Glossary.
 - (c) Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.
- 18.2 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.

18.3 We retain a full list of all Processors used and these can be provided to you on request made to the Data Protection Officer.

19. International transfers

19.1 If we transfer your personal data out of Ireland (for instance, on request by you or as part of our agreed package of goods or services), we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

19.2 We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data.

19.3 Where we use certain service providers, we may use specific contracts which give personal data the same protection it has in Ireland.

20. Data security

20.1 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.

20.2 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.

21. Data retention

21.1 We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

21.2 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, regulatory, tax, accounting or other requirements.

21.3 Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us by contacting us.

21.4 In some circumstances you can ask us to delete your data: see “your legal rights” below for further information.

21.5 In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

22. Your legal rights

22.1 Under certain circumstances, you have rights under data protection laws in relation to your personal data. Your legal rights as specified in the Glossary.

22.2 If you wish to exercise any of the rights as set out, you should contact us on the Contact Details set out earlier in this privacy notice.

23. No fee usually required

23.1 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 could refuse to comply with your request in these circumstances.

23.2 We may need to request specific information from you to help us confirm your identity (a certified copy of your passport or driving license for instance) 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.

24. Time limit to respond

24.1 We try to respond to all legitimate requests within one month. Occasionally it could 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.

25. Glossary

LAWFUL BASIS

25.1 Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

25.2 Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

25.3 Comply with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

THIRD PARTIES

25.4 Internal Third Parties means other companies in the Group or those who provide IT or system administration services.

25.5 External Third Parties means:

- (a) Service providers acting as processors based who provide IT, system administration services or job / recruitment services such as job boards.
- (b) Event management services who process data in order to secure attendance at events.
- (c) Professional advisers including lawyers, bankers, auditors, and insurers who provide consultancy, banking, payroll, administration, legal, insurance and accounting services.
- (d) Revenue, Irish Tax & Customs, or other regulators and other authorities based in the Ireland who require reporting of processing activities in certain circumstances.

YOUR LEGAL RIGHTS

25.6 **Right to be informed.** This requires us to keep you informed of the use and/or erasure of your data throughout your relationship with IPL.

25.7 **Request access to your personal data** (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it. To make a subject access request this should be sent to legal@iplglobal.com

25.8 **Request correction of the personal data that we hold about you.** This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

25.9 **Request erasure of your personal data.** This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- 25.10 **Object to processing of your personal data where we are relying on a legitimate interest** (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- 25.11 **Request restriction of processing of your personal data.** This enables you to ask us to suspend the processing of your personal data in the following scenarios:
- (a) If you want us to establish the data's accuracy.
 - (b) Where our use of the data is unlawful, but you do not want us to erase it.
 - (c) Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
 - (d) You have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.
- 25.12 **Request the transfer of your personal data to you or to a third party.** We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- 25.13 **Withdraw consent** at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.