

## **Berghaus Adapts – Privacy Policy**

Berghaus Limited is committed to protecting your personal data. This Privacy Policy sets out how your personal data is processed as part of the Berghaus Adapts project.

Please note that separate Terms & Conditions will also apply to all applicants in Phase 1 (Application Stage) of the project – click [here](#) to read them.

Additional Terms & Conditions will also apply to the applicants selected for Phase 2 (Design Phase), which will be set out in our agreement with you.

### **1. Important information and who we are**

For the purposes of the Berghaus Adapts project, your personal data will be collected by Berghaus Limited as the data controller, who will be supported by its affiliate companies (such as Pentland Brands Limited).

If you have any questions about this Privacy Policy or how we use your personal data as part of the Berghaus Adapts project, please contact [adapts@berghaus.com](mailto:adapts@berghaus.com).

### **2. Types of personal data we collect about you, how we collect it and what we use it for**

As part of your application process for the Berghaus Adapts project, we have set up an online application form which will ask you to provide us with information about yourself so that we can select suitable successful individuals to proceed to the next stage of the project. We will only collect your information directly from you and not from any other sources.

If you are selected for the project, we may ask you for further information to learn more about you, your health conditions and requirements and potential product adaptations, so that we can deliver the Berghaus Adapts project and achieve its intended aims and objectives. Please note that the Berghaus Adapts project does not involve any decision-making by automated means.

In the table below, we have set out the different types of personal data that we collect, what we use it for and why we use it (i.e. the 'lawful basis' we rely upon as required by the UK GDPR) for each phase of the project:

#### **Phase 1: Application Stage**

Type of personal data	What we use your personal data for	Our lawful basis for using your personal data

<p><b>Applicant Details</b> (including full name, date of birth, gender, email address, username and contact number)</p>	<ul style="list-style-type: none"> <li>• To identify and select the successful applicants for the project.</li> <li>• To contact you about your application and involvement throughout the project.</li> <li>• To respond to any queries you have raised with us.</li> <li>• To create anonymised data, such as reporting statistics, about the products and delivery of the project.</li> </ul>	<p>It is in our legitimate interest to use this information to consider your application and involvement in the project.</p> <p>We also have a legitimate interest to respond to any queries you have raised and in maintaining a good relationship with our applicants.</p>
<p><b>Health Information</b> (including physical and mental health conditions, diseases, disabilities, injuries, accessibility needs and medical treatment/history)</p>	<ul style="list-style-type: none"> <li>• To identify and select successful applicants for the project.</li> <li>• To understand more about your health condition, how it affects you and the challenges you face so that we can adapt products so that they are suitable for you and others with similar needs.</li> <li>• To create, publish and post content on Berghaus' and Pentland Brands Limited's websites and social media accounts.</li> </ul>	<p>We will only process Health Information where you have provided your explicit consent* for us to do so in your application form.</p>

<p><b>Application Information</b> (including any other information you provide to us as part of the application process, such as through your video and written submissions and images, which may include Health Information)</p>	<ul style="list-style-type: none"> <li>• To identify and select eligible applicants for the project.</li> <li>• To understand more about your health condition, how it affects you and the challenges you face so that we can adapt products so that they are suitable for you and others with similar needs.</li> </ul>	<p>It is in our legitimate interest to use this information to consider your application and involvement in the project, as well as working with successful applicants to adapt products so that they are suitable for you and others with similar needs.</p> <p>We will only process Health Information where you have provided your explicit consent* for us to do so in your application form.</p>
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<p><b>Social Media Information</b> (including your Instagram, Threads, Youtube, LinkedIn, Meta and X account details and user profile)</p>	<ul style="list-style-type: none"> <li>• To create, publish and post content on Berghaus' and Pentland Brands Limited's websites and social media accounts.</li> <li>• To respond to any queries you have raised with us through Berghaus' and Pentland Brands Limited's social media accounts.</li> </ul>	<p>We will only post content featuring you on the Berghaus' and Pentland Brands Limited's social media accounts where you have provided your consent for us to do so in the application form.</p> <p>We also have a legitimate interest to respond to any queries you have raised through the Berghaus' and Pentland Brands Limited's social media accounts and maintain a good relationship with our applicants.</p>
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## Phase 2: Design Stage

Type of personal data	What we use your personal data for	Our lawful basis for using your personal data
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<p><b>Applicant Details</b> (including full name, date of birth, gender, email address, username and contact number)</p>	<ul style="list-style-type: none"> <li>• To contact you about your application and involvement throughout the project.</li> <li>• To respond to any queries you have raised with us.</li> <li>• To send you feedback surveys about the products and delivery of the project.</li> <li>• To create anonymised data, such as reporting statistics.</li> </ul>	<p>It is in our legitimate interest to use this information to consider your application and involvement in the project.</p> <p>We also have a legitimate interest to respond to any queries you have raised and maintain a good relationship with our applicants.</p>
<p><b>Product Details</b> (including your product preferences, sizes and measurements)</p>	<ul style="list-style-type: none"> <li>• To adapt products so that they are suitable for you and others with similar needs.</li> </ul>	<p>It is in our legitimate interest to work with you and our team to adapt products so that they are suitable for you and others with similar needs.</p>
<p><b>Health Information</b> (including physical and mental health conditions, diseases, disabilities, injuries, accessibility needs and medical treatment/history)</p>	<ul style="list-style-type: none"> <li>• To understand more about your health condition, how it affects you and the challenges you face so that we can adapt products so that they are suitable for you and others with similar needs.</li> <li>• To create, publish and post content on Berghaus' and Pentland Brands Limited's websites and social media accounts.</li> </ul>	<p>We will only process Health Information where you have provided your explicit consent* for us to do so in your application form and in arrangements between successful applicants and ourselves.</p>

<p><b>Application Information</b> (including any other information you provide to us as part of the application process, such as through your video and written submissions, which may include Health Information)</p>	<ul style="list-style-type: none"> <li>To understand more about your health condition, how it affects you and the challenges you face so that we can adapt products that are suitable for you and others with similar needs.</li> </ul>	<p>It is in our legitimate interest to use this information to consider your application and involvement in the project, as well as working with suitable applicants to adapt products that suit your requirements and those of others with similar needs.</p> <p>We will only process Health Information where you have provided your explicit consent* for us to do so in your application form.</p>
<p><b>Survey Information</b> (information you provided in response to a survey or feedback form that we send to you)</p>	<ul style="list-style-type: none"> <li>To ask you to provide your feedback in response to a survey about the Berghaus Adapts project and take your views into account for the future development and improvement of the Berghaus Adapts project.</li> </ul>	<p>We have a legitimate interest in hearing what our applicants think about the Berghaus Adapts project so that we can improve it.</p>

<p><b>Social Media Information</b> (including your Instagram, Threads, Youtube, LinkedIn, Meta and X account details and user profile)</p>	<ul style="list-style-type: none"> <li>• To create, publish and post content on Berghaus' and Pentland Brands Limited's websites and social media accounts.</li> <li>• To respond to any queries you have raised with us through Berghaus' and Pentland Brands Limited's social media accounts.</li> </ul>	<p>We will only post content featuring you on the Berghaus' and Pentland Brands Limited's websites and social media accounts where you have provided your consent for us to do so in the application form.</p> <p>We also have a legitimate interest to respond to any queries you have raised through the Berghaus' and Pentland Brands Limited's social media accounts and maintain a good relationship with our applicants.</p>
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\*this is in relation to Article 6 and Article 9 of the UK GDPR.

Where you have provided us with your consent to process your personal data, you can withdraw this at any time by contacting [adapts@berghaus.com](mailto:adapts@berghaus.com). Please note that if you withdraw your consent to us processing your Health Information, this may unfortunately mean that your application for or involvement in the Berghaus Adapts project is withdrawn or terminated. This is because the nature of the project is to work with individuals living with disabilities and other health conditions in order to adapt products based on individual accessibility needs, which would not be possible without processing your Health Information.

### 3. Sharing your personal data

We may share your personal data with third parties in order to fulfil the purposes described above. This includes:

- Individuals involved in the delivery of the Berghaus Adapts project (including product designers, suppliers, independent consultants, Berghaus brand ambassadors);
- Affiliate companies (such as Pentland Brands Limited) that support the delivery of the Berghaus Adapts project;
- Professional and legal advisors;

- Law enforcement or other governmental authorities;
- Third party providers (such as Typeform, who host our application form) or PR agencies that may be engaged to activate and promote the Berghaus Adapts Project; and
- Publication on our websites / social media.

#### **4. International transfers**

Although Berghaus and Pentland Brands Limited won't directly share or process your personal data outside of the UK and/or EEA, we will work with third party service providers (such as Typeform) who may need to transfer your personal data to a country outside of the UK and EEA. However, there are contractual requirements in place for third parties to keep the personal data secure.

#### **5. Data storage and retention**

We keep all of our applicants' responses secure in a password encrypted document which is stored on third party and Pentland systems, however, access is only provided to certain individuals who are involved in the project (see Section 3).

We will retain the personal data of all applicants for 1 year after completion of the Berghaus Adapts project before we destroy it. Please note that if you are not selected for the Berghaus Adapts 2025 project, we may consider your application for Berghaus Adapts 2026 project – if you are then selected for the Berghaus Adapts 2026 project, we will retain your personal data for until 1 year after completion of that project.

#### **6. Your rights**

Under UK data protection law, you have the rights to (subject to exemptions):

- Request access to your personal data;
- Request that we correct your personal data if you think it is inaccurate or complete information you think is incomplete;
- Request that we delete your personal data in certain circumstances;
- Object to us processing your personal data where we rely on a legitimate interest to do so;
- Request that we transfer your personal data to you or a third party where we rely on your consent to process your personal data;
- Withdraw your consent at any time where we have relied on consent for processing your personal data;
- Request that we restrict the processing of your personal data in certain circumstances; and
- Complain to the Information Commissioner's Office via their website (<https://ico.org.uk/make-a-complaint/>) if you are unhappy with the way in which we have processed your personal data (although we'd like to try to resolve the issue with you directly first).

If you would like to exercise any of the rights set out above, please contact [adapts@berghaus.com](mailto:adapts@berghaus.com).



## **7. Changes to the Privacy Policy and your duty to inform us of changes**

We will regularly review this Privacy Policy throughout the Berghaus Adapts project and keep it up to date. If our purposes for processing your personal data change, we will inform you as soon as possible. This Privacy Policy is version 1.0 and was last updated on 03/02/2025.

It is important that the personal data we hold about you is accurate. If your personal data changes throughout your involvement in the project, please contact [adapts@berghaus.com](mailto:adapts@berghaus.com).