

Data Privacy Notice.

Please note: If you do not consent to us processing your personal information as described in this privacy notice we will be unable to take your entry and it will be returned to you in full. However, we need to make it clear, by not requesting marketing information you will not prejudice your entry.

Your privacy is important to The Absolutely Genuine Company Limited ("AG"). AG will process your personal data and information in accordance with the applicable data protection law.

The data controller in respect of any personal data which AG may hold about you or process is The Absolutely Genuine Company Limited, who can be contacted via the data protection officer at The Stables Moneys Farm Bottle Lane, Mattingley, Hook, Hampshire, RG27 8LJ or email info@absolutelygenuine.com. AG collects your personal data and information that you provide on submission of your entry to the competition (the "Competition"). This personal data and information may include your name, home address and email address, and special categories of sensitive personal data and information, including information in relation to your health and physical details, and any other information that you provide when submitting your entry. Your personal data and information will be retained and used by AG for the purposes of organising and administering the Competition.

AG may also retain for a reasonable period and use the information it holds relating to you for the purposes of arranging and administering any future competitions, including in respect of ensuring compliance with the rules surrounding the eligibility of entrants. AG will only retain your personal data and information for as long as necessary to fulfil the purposes for which it was collected, as set out above. 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.

Upon submitting your entry form to AG to enter the Competition, you are asked to consent to the terms and conditions of the competition and to AG processing your personal data and information in accordance with this Privacy Notice, including announcing your name, age and town of residence on its website (for the purpose of announcing the winners of the Competition) and sharing all of your personal data and information provided on your entry form with: (i) the judges and organisers of the Competition; (ii) Horse of the Year Show; (iii) Your

Horse Live Show; (iv) Defender Burghley Horse Trials; (v) other venues where necessary; (vi) AG's PR advisers; (vii) the press (for publicity purposes); and (viii) as otherwise provided for in the terms and conditions of the Competition. You are also asked to consent to AG using your personal data and information in the ways described in SEIB's Privacy Policy (which can be found at www.seib.co.uk/about-us/privacy-policy or by writing to SEIB at its registered office address, as detailed below). This includes sending you emails from time to time telling you about offers, discounts or other information which SEIB thinks may be of interest to you, including about its business partners which it has carefully selected. Please provide this consent by ticking the relevant boxes at the end of this Privacy Notice. AG wants you to have control over how it uses your information to make offers and how it communicates these to you.

You have the opportunity to "opt in" or "opt-out" of direct marketing at any time by contacting SEIB via its Data Protection Officer, at South Essex House, North Road, South Ockendon, Essex, RM15 5BE or on 01708 850000 or email dataprotection@seib.co.uk. SEIB will only use your data to market services and products to you with your continued consent, which you may withdraw at any time as detailed above.

You have the right to request a copy of the personal information AG holds about you and to ask AG to correct any inaccuracies. Under certain circumstances, by law you also have the right to: (i) request erasure of your personal data and information where there is no good reason for AG continuing to process it or you have exercised a right to object to the processing of your personal data and information; (ii) request the restriction of processing of your personal data and information; and (iii) request the transfer of your personal data and information to another third party. Please write to the Data Protection Officer of AG at The Stables, Moneys Farm, Hampshire RH27 8LJ or email info@absolutelygenuine.com. AG will take all reasonable steps to confirm your identity before responding to your request.

AG reserves its right to change this Privacy Notice from time to time for example to keep it up-to-date and compliant with legal requirements.