



No7 Beauty Panel Privacy Notice

This notice supplements the Boots Privacy Policy and provides additional information about your privacy rights as a participant in the No7 Beauty Panel. For more information on how Boots UK use customer data, please have a look at our customer privacy policy at www.boots.com/privacypolicy.

Your rights

If you are a resident of either California or Virginia, you have the right to request access to personal information collected about you as part of this panel, and the right to request that such personal information be deleted or corrected. You may freely exercise these rights without discrimination. Reasonable efforts will be made to fulfil your requests with respect to the identifiable personal information included within the market research data we collect about you, within a reasonable amount of time. However, we may be permitted or required to retain all or part of your personal information for certain purposes, such as to comply with regulatory requirements. Also, it may not be possible to locate, delete, or correct your personal information if your survey data has been de-linked from your contact information.

You can exercise the above rights by contacting volunteersUSA@no7company.com you also have the right to withdraw from this market research at any time.

Our promise to you

Boots/No7 Beauty is committed to protecting your privacy. We will always keep your personal information safe and will never sell it to third parties. We'll be clear and open with you about why we collect your personal information and how we use it. Where you have choices, we'll explain them to you and respect your wishes.

Who's in control of your information?

In this policy, 'We' or 'Boots' means companies within the Walgreens Boots Alliance Group. For the purposes of the General Data Protection Regulation 2018, we have several companies (principally Boots UK Limited) registered as 'Data Controllers' with the Information Commissioner's Office (ICO).

Collecting Information about You

When you join our panel, we collect personal details, including your gender and ethnicity, so we can invite you to take part in studies for which you're eligible.

When we invite you to take part in a study, we collect some health and lifestyle information, which may include medical conditions, allergies or sensitivities, medical treatment you've had and medication you are taking. If you agree to go ahead with the study, we'll collect further information during the study, which may include photographs, video or audio recordings.

We use the information we hold about you only to carry out studies safely and meet our legal, regulatory and ethical requirements. Where we capture your comments about products you are testing we may use them for promotional purposes but we will always seek your consent first.



The information we hold about you as a panel member is separate from, and never linked to, any information Boots/No7 Beauty may hold about you as a customer.

We cannot access other information Boots/No7 Beauty holds about you, such as prescription details, so please ensure that the information you give when taking part in a study is complete and accurate, particularly if it concerns medication, allergies or sensitivities.

Sharing Your Information

We do not share your personal information outside Boots/No7 Beauty except with any third parties that provide services on our behalf, where we are compelled or permitted by law or where we have a duty of care to do so. For example, if we believe it is necessary for your health or safety, we may disclose information to Boots'/No7 Beauty's own medically qualified staff, or a healthcare professional.

How long do we keep your information?

While you're a member of our panel, we will hold your name and contact details on our records so that we can invite you to take part in suitable studies. We hope you'll enjoy being on our panel but please let us know if you no longer want to be a member and we will remove your contact details (address and phone numbers) from our database. We will keep your email address within our system for up to 10 years so we are able to tie up your details if you choose to re-join the panel, but this will not be used to contact you.

If you apply to join the panel but cancel your application or are unsuccessful, please be assured that we will not hold any of your personal information. We do retain your email address for 7 days for security reasons.

Information related to any studies you've taken part in is anonymized so you cannot be identified and will remain on our records for as long as is necessary (up to 15 years) to fulfil our legal and regulatory requirements for our product claims.

Staying in Control of Your Information

If you would like a copy of the personal information, we hold about you or request we stop processing your data or request we delete your data in connection with our volunteer panel, please contact us by email at volunteersUSA@no7company.com

We will provide a response within 30 days. We will ask you for proof of ID.

It's important that we keep your details accurate and up to date so please let us know of any changes to, or errors in, the information we hold about you.

If you have any concerns about how Boots/No7 Beauty handles your personal information, please contact us at volunteersUSA@no7company.com