

## **Privacy Policy for promotional activity registration forms**

### **Introduction**

Acer Inc., with its headquarters at 8/F, 88, Sec. 1, Xin Tai 5th Road, Xizhi, New Taipei 221, and its group of companies worldwide (a list of which can be found at <https://www.acer.com/worldwide/>) (hereinafter referred to as "Acer" or "we"), respects the privacy of its customers and users visiting their websites.

This Privacy Policy explains how we collect, use, store, protect, and share your personal data when you submit information through forms on our website for promotional activities. We are committed to protecting your personal information and being transparent about what information we hold, in accordance with UK data protection law, including the UK General Data Protection Regulation (UK GDPR).

This privacy policy complements the policy available at <https://www.acer.com/gb-en/privacy>

We are the data controller for personal data collected through our website forms.

### **What Personal Data We Collect**

When you submit our promotional form, we collect the following types of personal data:

- Email address
- Name and Surname
- Postal data
- Sale data
- Phone number

### **How We Use Your Personal Data**

We process your personal data for the following purposes:

- To provide you with promotional materials and offers you have requested
- To communicate with you about our products and services
- To send you marketing communications based on your consent
- To send you prizes and awards due for the participation in the value add promotion(s).

The legal bases for processing your data are:

- Your consent
- Legitimate interests of our business

### **Data Processors**

We use the following data processors to help us manage and process your personal data:

#### **1. BaseLinker (EU-based)**

- Purpose: Initial processing and order management
- Data retention: 60 days, after which data is automatically erased

- Legal basis for processing: Legitimate interests and contract fulfillment

## 2. Google LLC (US-based)

- Services used: Google Sheets
- Purpose: Organization and analysis of promotional campaign data
- Legal basis for transfer: Standard Contractual Clauses (SCCs)

## 3. The Rocket Science Group LLC (Mailchimp) (US-based)

- Purpose: Email marketing communications and campaign management
- Legal basis for transfer: Standard Contractual Clauses (SCCs)

## 4. Zapier, Inc. (US-based)

- Purpose: Automation of data flows between our systems
- Legal basis for transfer: Standard Contractual Clauses (SCCs)

## 5. WEC Sp. z o.o. ul. Jasnogórska 151 31-358 Kraków email: [biuro@wec24.pl](mailto:biuro@wec24.pl)

- processing of the data to achieve the general purpose of processing
- process organisation and utilisation.

Each processor has been vetted to ensure they provide appropriate safeguards for your personal data and comply with data protection laws.

### **Data Recipients**

Your personal data may be shared with the following categories of recipients:

- Our staff members who need access to your data to provide our services or respond to your inquiries.
- Business Partners who perform activities on our behalf
- IT service providers who maintain our systems and help us ensure data security.
- Professional advisers including lawyers, auditors, and insurers who provide legal, auditing, and insurance services.
- Regulatory authorities, government agencies, and law enforcement bodies, when required by law.

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.

### **How We Store and Process Your Data**

Your personal data is processed using the following systems:

1. Website Form: Initial collection point for your data
2. BaseLinker: Temporary processing system (data is automatically erased after 60 days)
3. Google Sheets: Used for organizing and analysing promotional campaign data (data is automatically erased after [90] days)

4. Mailchimp: Used for email marketing communications (data is automatically erased after [] days)
5. Central Database: Long-term storage of customer data (data is automatically erased after [] days)
6. Zapier: Facilitates the flow of data between the systems mentioned above (data is automatically erased after [90] days)
7. WEC: to organize, utilize and achieve the objectives of processing:
  - Marketing data is retained for 3 years after your last interaction with our communications
  - Data in our Central Database is reviewed every 3 years and erased if no longer needed

### **International Data Transfers**

Some of our third-party service providers (Google, Mailchimp, and Zapier) are based in the United States, which means your personal data may be transferred outside the UK.

These transfers are governed by Standard Contractual Clauses (SCCs) approved by the UK Information Commissioner's Office. We have conducted transfer impact assessments and implemented supplementary measures to ensure that your data receives an adequate level of protection.

Our transfer impact assessments consider:

- The nature of the data being transferred
- The laws and practices in the recipient country
- The safeguards implemented by the recipient
- Additional technical measures in place (such as encryption)

You can request more information about these safeguards by contacting us at [promotions@wec24.pl](mailto:promotions@wec24.pl)

### **Your Data Protection Rights**

Under UK GDPR, you have the following rights:

- Right to be informed about how your data is used
- Right of access to your personal data
- Right to rectification if your data is inaccurate or incomplete
- Right to erasure (the 'right to be forgotten')
- Right to restrict processing of your data
- Right to data portability (receiving your data in a structured, commonly used format)
- Right to object to processing based on legitimate interests or direct marketing
- Rights related to automated decision making and profiling

To exercise any of these rights, please contact us at [promotions@wec24.pl](mailto:promotions@wec24.pl)

How to Withdraw Consent

You can withdraw your consent for marketing communications at any time by:

- Clicking the "unsubscribe" link in any of our emails
- Contacting us at [promotions@wec24.pl](mailto:promotions@wec24.pl)

For any questions or comments regarding this Privacy Policy or our website, please contact us at: [privacy.officer@acer.com](mailto:privacy.officer@acer.com). In order to allow us to provide you with faster service, please submit inquiries in English if possible and advise us of the country you are contacting us from, along with a description of the make and model of your products (if applicable).

#### [Data Subject Access Request Form](#)

Alternatively, for specific application and/or local data handling queries, please contact the Acer entity to which you submitted your information. Contact addresses for each Acer entity can be found at [www.acer-group.com/ag/en/TW/content/office-list](http://www.acer-group.com/ag/en/TW/content/office-list).

### **Data Security**

We have implemented appropriate technical and organizational measures to protect your personal data, including:

- Encryption of data in transit and at rest
- Regular security assessments of our systems and third-party processors
- Staff training on data protection and security
- Access controls and authentication procedures
- Data minimization practices
- Regular backup procedures
- Incident response plans

### **Policy Governing Use; Changes to Privacy Policy:**

This Privacy Policy shall be written in various languages. In the event of any inconsistency in this Privacy Policy between the English version and any other version, the English version shall prevail. The terms of this Privacy Policy will govern the use and any information collected while it is in place. Acer reserves the right to change this Privacy Policy at any time and we therefore encourage you to check our website from time to time for update. Changes to this Privacy Policy are effective at the time they are posted to our website.

### **How to Complain**

If you have concerns about how we handle your personal data, please contact us first at [privacy.officer@acer.com](mailto:privacy.officer@acer.com) so we can address your concerns.

If you remain unsatisfied, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF

Telephone: 0303 123 1113

<https://www.ico.org.uk>

**Latest update:**

This Privacy Policy was last updated on 07.08.2025.