



PRIVACY NOTICE

*This **Privacy Notice** details how Wonde Limited (“we”, “us”, “our” or “Wonde”) will process Personal Data you provide through our website (“Website”). The Website enables schools (“schools”, “you”) to upload photographs and written testimonials related to Guinness World Record attempt being held on 1st July 2025 (together, “Services”).*

At Wonde, we take privacy very seriously. We have prepared this privacy notice (“Privacy Notice”) to ensure that we communicate to you, in the clearest way possible, how we treat your personal information. We encourage you to read this Privacy Notice carefully as it governs the use of our Website.

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.

1. Who is Wonde?

Wonde Limited is a company incorporated in England and Wales, with company number 14160647 (referred to as “we” “us” “our” and “Wonde” in this notice).

Our address is Furlong House, 2 Kings Court, Newmarket, Suffolk, England, CB8 7SG.

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 as follows:

Address: Furlong House, 2 Kings Court, Newmarket, Suffolk, England, CB8 7SG

Email address: data@wonde.com

Our ICO registration number is ZB504536

We will only process personal information about you in accordance with the UK Data Protection Legislation which for the purposes of this Privacy Notice shall mean: all applicable data protection and privacy legislation in force from time to time in the UK including without limitation the UK GDPR; the Data Protection Act 2018 (and regulations made thereunder) (**DPA 2018**); and the Privacy and Electronic Communications Regulations 2003 (SI 2003/2426) as amended; and all other legislation and regulatory requirements in force from time to time which apply to a party relating to the use of personal data (including, without limitation, the privacy of electronic communications); and the guidance and codes of practice issued by the Commissioner or other relevant regulatory authority and which are applicable to a party ("Data Protection Legislation").

For the purposes of this notice 'data processor' and 'data controller' shall be interpreted and construed by reference to the term 'processor' and 'controller' as defined in the Data Protection Legislation.

2. The purpose of this Privacy Notice

The purpose of the remainder of this Privacy Notice is to set out how we use your personal data during the provision of our Services.

3. The data we collect and how we collect it

During your use of the Services, we may collect the data that is clearly defined within our Terms of Use. This can include

- Personal Data: Such as names and email addresses
- Photographs of participants
- Written testimonials

This data will be provided directly by you during the use of our Services.

4. How we use your personal data

Personal Data you provide us will be used to perform our services in line with our Terms of Use.

5. Sharing your personal data

Your data will be shared with various third parties as clearly defined within our Terms of Use. Any queries on how they will manage your Personal Data should be directed to them.

6. International Transfers

Subject to us complying with Data Protection Legislation and ensuring appropriate safeguards are in place, we may transfer your personal data to third parties providing services to us who are based outside of the UK without obtaining your specific written consent. This may include parties providing IT administration services and hosting services, and parties providing assistance with managing our marketing databases.

Whenever we transfer your personal data outside of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- (a) the Personal Data is transferred to or processed in a territory which is subject to adequacy regulations under the Data Protection Legislation that the territory provides adequate protection for the privacy rights of individuals; or
- (b) we participate in a valid cross-border transfer mechanism under Data Protection Legislation, so that we (and, where appropriate, the school) can ensure that appropriate safeguards are in place to ensure an adequate level of protection with respect to the privacy rights of individuals as required under the UK GDPR; or
- (c) the transfer otherwise complies with Data Protection Legislation.

7. Retention period

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Personal data collected through the performance of our Service will be deleted from our systems once our Services have fulfilled their functionality.

8. Data Security

Data security is of great importance to us, and to protect your data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected and processed through our Site.

We have implemented significant security measures to maintain a high level of security.

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.

Notwithstanding the security measures that we take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to us data via the internet and you take the risk that any sending of that data turns out to be not secure despite our efforts.

If we give you a password upon registration on our Site, you must keep it confidential. Please don't share it.

9. Your rights as a data subject

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These rights are set out below. If you wish to exercise any of the rights set out below, please contact our Data Protection Officer.

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 may refuse to comply with your request in these circumstances.

Your rights are as follows:

- Right of access – you have the right to request a copy of the personal data that we hold about you and to check that we are lawfully processing it.
- Right of rectification – you have a right to request that we correct personal data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten / erasure – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply, you have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to 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.
- Where we are relying on your consent to process your personal data, you may withdraw consent at any time.

However, this will not affect the lawfulness of any processing carried out before you withdraw your consent, or to processing carried out on other legal grounds. 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.

All of the above requests will be forwarded to the relevant third party, should there be a third party involved in the processing of your personal data.

10. Children and/or Special Category Data

We do not knowingly collect Special Category data during the performance of this Service.

We may obtain information relating to children where you have directly provided us with Personal Data of images of participants.

By providing images of children to our service you expressly agree that you have obtained all necessary legal consent(s) required prior to uploading and submitting evidence of a school's Guinness World Record attempt using our Website.

We have in place appropriate policies and safeguards when processing such data as referred to in this Privacy Notice.

11. Complaints to the Information Commissioner's Office

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance by emailing us at data@wonde.com.