

**PRIVACY NOTICE
FOR DIRECT MARKETING EMAILS
Last update: March 2025**

Gedeon Richter UK Ltd. (registered office: 127 Shirland Road, London, W9 2EP), hereinafter referred to as the 'Data Controller') hereby informs you, as a subscriber to Gedeon Richter promotional direct marketing communications (hereinafter referred to as the 'Data Subject' or 'You'), about how we handle your personal data when sending direct marketing communications via email.

You can exercise your data subject rights by sending an inquiry to the following contact details: email address: info.uk@gedeonrichter.eu, postal address: 127 Shirland Road, London, W9 2EP.

The Data Controller processes the personal data for the following purposes:

The purpose of data processing	Sending promotional emails regarding Gedeon Richter UK Limited's products, upcoming events, and services.
The processed personal data	Name, email
The source of personal data	We get personal information directly from You.
The legal basis for data processing	Your consent (Article 6(1)(a) UK GDPR*) We have permission from you after we gave you all the relevant information.
The retention period of data processing	We will process your personal data until you click the unsubscribe button at the bottom of the marketing material sent or you withdraw your consent to receive marketing communications from us at the contact details provided for exercising your data subject rights.

*<https://www.legislation.gov.uk/eur/2016/679/contents>

Recipients of your personal data:

Gedeon Richter may transfer your personal data to the following recipients. In case we transfer your personal data to countries outside the UK, we rely on the appropriate transfer mechanism and safeguards:

Name and address of recipients	Activities (Purpose of data transfer)	Transfer mechanism/safeguard
Name: Veeva Systems Inc. Address: Pleasanton, California, US Type: Data Processor	Providing Customer Relationship Manager Platform for sending direct marketing communications	UK-US Data Bridge: UK Extension to the EU-U.S. Data Privacy Framework (you may see the DPF list here: https://www.dataprivacyframework.gov/list)
Name: Gedeon Richter Plc. Address: 1475 Budapest, P. O. Box 27, Hungary	Gedeon Richter UK Ltd is a registered affiliate company of Gedeon Richter Plc. who provide IT support for the UK affiliate.	Transfers of data from the UK to the EEA are permitted by the UK government. There are provisions which permit the transfer of personal data between the UK and the EEA, and to any countries which are covered by a European Commission 'adequacy decision' (as of January 2021). Therefore, personal data can flow freely between UK and EEA and any of the countries awarded adequacy by the EC. Adequacy Decision: European Commission Implementing Decision (EU) 2021/1772 of 28 June 2021

		pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council on the adequate protection of personal data by the United Kingdom.
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Rights of the data subject:

You are entitled to exercise the following data subject rights concerning the above-mentioned personal data.

Data Subjects Rights	Lawful Basis
	Consent
<p>Right to be informed and right of access</p> <p>You have the right to be informed whether your personal data is being processed, and if so, to access to your personal data, and to certain information on data processing. You may ask to receive a copy of your personal data free of charge. If you ask for additional copies, we may decide to charge a reasonable fee to cover our administrative costs. There are some exemptions which means you may not receive all the information you ask for. You can read more about this right here.</p>	<p>✓</p> <p>Exercisable</p>
<p>Right to rectification</p> <p>You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. You can read more about this right here.</p>	<p>✓</p> <p>Exercisable</p>
<p>Right to erasure</p> <p>You have the right to ask us to delete your personal information. You can read more about this right here.</p>	<p>✓</p> <p>Exercisable</p>
<p>Right to restriction of processing</p> <p>You have the right to ask us to limit how we can use your personal information. You can read more about this right here.</p>	<p>✓</p> <p>Exercisable</p>
<p>Right to data portability</p> <p>You have the right to receive your personal data in a structured, commonly used, and machine-readable format and to transmit this data to another data controller, if the processing is based on consent and the processing is carried out by automated means, i.e. when your data is not processed in paper form. You can read more about this right here.</p>	<p>✓</p> <p>Exercisable</p>
<p>Right to withdraw your consent</p> <p>If the data processing is based on your consent, you are free to withdraw your consent at any time, as easy as to give your consent. Your consent withdrawal does not affect the lawfulness of data processing based on consent before its withdrawal. In this case we shall cease the processing of your personal data obtained based on your consent and your respective data will be erased without undue delay. You can read more about this right here.</p>	<p>✓</p> <p>Exercisable</p>

How to complain?

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice. If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

<p>The ICO's address:</p> <p>Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF</p>

The ICO's helpline number: 0303 123 1113

The ICO's website: <https://www.ico.org.uk/make-a-complaint>