EVOKEDSET LIMITED

PRIVACY POLICY

This policy version created: 14th November 2026

Last reviewed: 14th November 2026

EvokedSet Ltd. is committed to protecting and respecting your privacy. This privacy policy sets out the basis on which the personal data collected from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

YOUR PERSONAL INFORMATION

Information we collect from your use of our website (www.evokedset.com)

We use functional cookies to grant access to downloads (for example, ebooks). No personal information is stored in the cookie. Other than that, we don't use them anywhere else on our site.

Any personal information you send to us via the online forms on our website is sent to us as an email, it is not stored in any database. Upon request, we will delete the email you sent to us.

We do not capture any other personal data on our website.

Information we collect from your use of our services

The provision of certain personal data (such as name, job title, email address, postal address, telephone number and other contact details) may be required from you to enable us to provide you with our services.

Information we collect from other sources

We will also obtain personal data from other sources as follows:

Publicly available listings including but not limited to:

- Trade show attendee listings / directories
- Press release contact details / other publicly published contact information
- LinkedIn or other directory listings
- External websites

USES MADE OF YOUR INFORMATION

Lawful basis for processing

We rely on the following lawful basis for processing:

- your consent as provided when you contact us or engage our services

- to fulfil our contractual obligations to you
- to fulfil our legal obligations
- certain legitimate business purposes which may include some or all of the following
    - for direct marketing purposes
    - for internal administrative purposes
    - where there is a direct appropriate relationship, such as where you or your employer is a client
    - for media relations on behalf of our clients, such as sending press releases and story ideas to journalists

Purposes of processing

We use information held about you in the following ways:

- To provide you with our services
- To provide you with information and offers that you request from us or which we feel may interest you
- To carry out our obligations arising from any contracts entered into between you and us
- To notify you about changes to our service
- To provide you with information that will help you select us as a possible partner for your future PR and marketing communication needs

If you do not want us to use your data to contact you for direct marketing purposes, please either unsubscribe from our electronic communications using the method indicated in the relevant communication, or inform us at any time by contacting us at the contact details set out below.

If you are a journalist or analyst and would prefer not to hear from us, reply to any of our emails or contact us using the details below, and we will stop. We keep a minimal record of that request so that we respect it in future. If you ask us to delete your details, we will do so within seven working days. We then keep only the date of your request and an irreversible coded version of your email address, so that your details cannot be added back to our lists by mistake. We keep no other information about you.

Industry Information

We maintain databases and lists of publicly available information regarding media contacts, journalists, editors, podcast hosts, influencers, industry and market analysts, subject matter experts and other stakeholders and individuals who make their personal and/or professional information and/or opinions publicly available, or that they share with us directly. These lists are accessed and/or used by us for specific business purposes in conducting our own business, and in conducting business on behalf of potential and existing clients. We take reasonable measures to limit the information processed to be relevant to legitimate business purposes and to minimise any risks to individuals associated with the use of such information.

Further we may collect and/or review other publicly available news stories and other journalistic content including content made available through public news sites and social media sites to understand what people are saying about us and our clients. We use this information to provide our services to our clients, including ensuring we and our clients are fully up to speed on public opinion in any particular area and are fully briefed when it comes to dealing with the press. We may also use this information to contact those individuals to

discuss our clients' goods and services. We may also use this information for our own internal administrative and promotional purposes.

DISCLOSURE OF YOUR INFORMATION

We may pass your personal information to our third-party service providers (including IT and cloud software providers), agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf.

We may share your personal data with third party service providers to:

- provide you with the services that we offer you
- to conduct business on your behalf
- to provide other services to us

For example, the personal information we may send to a publication or media outlet as it applies to our services may contain your email address, phone number, company name and full name.

We may also disclose your personal data to third parties:

- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or
- where we are required to respond to lawful requests by public authorities, including to meet national security or law enforcement requirements

Other than as set out above, and except as is necessary in order for us to carry out our obligations arising from any contracts entered into between you and us, we will not share your data with third parties unless we have procured your express consent to do so.

STORING YOUR PERSONAL DATA

Security

We take appropriate measures to ensure that any personal data are kept secure, including security measures to prevent personal data from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal data to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

Our website may, from time to time, contain links to and from other websites. EvokedSet Ltd. is not responsible for external links. If you follow a link to any of these websites, please note that these websites have their own privacy policies and terms of use and that we do not accept any responsibility or liability for these policies and terms of use. Please check these policies before you submit any personal data to these websites.

Keeping your personal data up to date

If your personal details change you may update them by contacting us using the contact details below. If you have any questions about how we use data collected which relates to you, please contact us by sending a request by email to the contact details below.

We will endeavour to update your personal data within seven (7) working days of any new or updated personal data being provided to us, in order to ensure that the personal data we hold about you is as accurate and up to date as possible.

How long we keep your personal data

The time periods for which we retain your personal data is dependent upon the purposes for which we use it. We will retain it for as long as you are a user of our services. Thereafter, for no longer than is required or permitted by law, reasonably necessary for internal reporting and reconciliation purposes, or to provide you with feedback or information you might request.

Contact details held for business development are reviewed annually and deleted if there has been no engagement within two years.

Media contact details are reviewed at least once a year and deleted when they are out of date or no longer needed.

Where we store your personal data

We store personal data in the UK and the European Economic Area (EEA), on our own secure devices and systems or on secure servers operated by third parties. We take all reasonable steps to ensure your data is treated securely.

Some of our suppliers, such as providers of business support services (for example, accounting and cloud software providers), may transfer data to, store it at, or process it from a destination outside the UK and EEA, including the United States. Under UK GDPR, personal data may only be transferred outside the UK where appropriate safeguards are in place. Our suppliers meet this requirement by transferring data to countries recognised by the UK as providing adequate protection; to US organisations certified under the UK Extension to the EU–US Data Privacy Framework (the UK–US data bridge); or by using the UK International Data Transfer Agreement or the UK Addendum to the European Commission's standard contractual clauses. Where EU data protection law applies, they use the European Commission's standard contractual clauses or an EU adequacy decision.

YOUR RIGHTS

Under UK data protection law (the UK GDPR), you have a number of important rights free of charge. In summary, those include rights to:

- access to your personal data and to certain other supplementary information that this policy is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal data concerning you in certain situations
- receive the personal data concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal data concerning you for direct marketing
- object at any time to processing of personal data concerning you that is based on our legitimate interests, including for media and analyst relations
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal data
- otherwise restrict our processing of your personal data in certain circumstances
- claim compensation for damages caused by our breach of any data protection laws

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the UK GDPR.

EvokedSet is registered as a data controller with the ICO under registration number Z1012941.

If you would like to exercise any of those rights, please:

- Email, call or write to our Data Protection Contact:
  nicky@evokedset.com
  +44 (0) 118 989 9788

  Data Protection Contact
  EvokedSet Ltd
  176 Upper Woodcote Road
  Caversham
  Berkshire
  RG4 7JU
  UK

- Provide us with enough information to identify you, for example your name, organisation and contact details.
- Let us know the information to which your request relates, including any client account or reference numbers, if you have them.

HOW TO COMPLAIN

We hope that we or our Data Protection Contact can resolve any query or concern you raise about our use of your information.

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. A list of Supervisory Authorities is available here: https://edpb.europa.eu/about-edpb/board/members_en

The supervisory authority in the UK is the Information Commissioner's Office, which can be contacted at https://ico.org.uk/concerns/, by phoning 0303 123 1113, or by writing to:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

CHANGES TO OUR PRIVACY POLICY

We reserve the right to modify this policy at any time. Your continued use of the services shall be deemed your acceptance of the varied privacy policy.

CONTACT US

Data Protection Contact
EvokedSet Ltd
176 Upper Woodcote Road
Caversham
Berkshire
RG4 7JU
UK

nicky@evokedset.com
+44 (0) 118 989 9788