

first collecting the details and in every subsequent message.

The right to object to direct marketing must be explicitly offered to the Data Subject in an intelligible manner so that it is clearly distinguishable from other information.

A Data Subject's objection to direct marketing must be promptly honoured. If a customer opts out at any time, their details should be suppressed as soon as possible. Suppression involves retaining just enough information to ensure that marketing preferences are respected in the future.

You must comply with the Company's guidelines on direct marketing to customers.

13.7 SHARING PERSONAL DATA

Generally we are not allowed to share Personal Data with third parties unless certain safeguards and contractual arrangements have been put in place.

You may only share the Personal Data we hold with another employee, agent or representative of our group (which includes our subsidiaries and our ultimate holding company along with its subsidiaries) if the recipient has a job-related need to know the information and the transfer complies with any applicable cross-border transfer restrictions.

You may only share the Personal Data we hold with third parties, such as our service providers if:

- (a)** they have a need to know the information for the purposes of providing the contracted services;
- (b)** sharing the Personal Data complies with the Privacy Notice provided to the Data Subject and, if required, the Data Subject's Consent has been obtained;
- (c)** the third party has agreed to comply with the required data security standards, policies and procedures and put adequate security measures in place;
- (d)** the transfer complies with any applicable cross border transfer restrictions; and
- (e)** a fully executed written contract that contains GDPR approved third party clauses has been obtained.

You must comply with the Company's guidelines on sharing data with third parties.

14. CHANGES TO THIS PRIVACY STANDARD

We reserve the right to change this Privacy Standard at any time without notice to you so please check back regularly to obtain the latest copy of this Privacy Standard.

This Privacy Standard does not override any applicable national data privacy laws and regulations in countries where the Company operates.