

**Privacy notice for suppliers of  
Zapf Creation (UK) Limited**

At Zapf Creation (UK) Limited, we are committed to protecting and respecting your privacy and safeguarding any personal data that you give to us. We are transparent about the processing of your personal data and this notice sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Your personal data will be used only for the purposes of a business relationship.

We are a controller under the UK GDPR and the Data Protection Act 2018.

Address:

Zapf Creation (U.K.) Ltd.  
Regent Business Park  
50 Presley Way  
Crownhill, Milton Keynes  
Buckinghamshire, MK8 0ES

Contact information:

Telephone: 01908 268480  
Email: support@zapf.co.uk

Contact information for data protection and privacy:

kristy@sapphireconsulting.co.uk

**What kind of personal data do we collect and process?**

If you work for a supplier of ours, we will process your name, company email and job title in order to fulfill our business relationship with your employer.

**What is our legal basis for processing?**

Our legal basis for processing your personal data is legitimate interest as we need your details in order to conduct business.

**Who do we share your personal data with?**

We share your personal data with third parties who:

- help us provide our services (IT and related infrastructure);
- help us with our marketing;
- assist us with running our business, complying with our legal obligations and defending our rights (e.g. consultants, accountants and lawyers).

When a third-party entity processes your personal data on our behalf, we have a data sharing agreement with them that sets out their obligations under data protection law.

### **How long do we retain your personal data?**

We retain your personal data in an identifiable format for the least amount of time necessary to fulfil our business purposes. We will delete your data if you no longer work for one of our suppliers or you are no longer in the toy sector.

### **What security procedures do we use?**

We have procedures in place to prevent unauthorised access to, and the misuse of, personal data.

We use appropriate business systems and procedures to protect and safeguard the personal data you give us. We also use security procedures and technical and physical restrictions for accessing and using the personal data on our servers. Only authorised personnel are permitted to access personal data in the course of their work.

### **Do we transfer data out of the UK?**

Your personal data are transferred to our head office in Germany.

### **Do we use any automated decision making?**

We don't do any automated decision making.

### **What are your rights regarding your personal data?**

#### **You have the right:**

- To access to your personal data and information about our processing of it. You also have the right to request a copy of your personal data (but we will need to remove information about other people).
- To rectify incorrect personal data that we are processing.
- To request that we erase your personal data if:
  - we no longer need it;
  - if we are processing your personal data by consent and you withdraw that consent;
  - if we no longer have a legitimate ground to process your personal data; or
  - we are processing your personal data unlawfully
- To object to our processing if it is by legitimate interest.

- To restrict our processing if it was by legitimate interest.
- To request that your personal data be transferred from us to another company if we were processing

If you have a concern about the way we are collecting or using your personal data or wish to exercise any of your rights, please contacting [kristy@sapphireconsulting.co.uk](mailto:kristy@sapphireconsulting.co.uk). You can also contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>.