

USE OF PERSONAL DATA				
Personal data	How and why we use it	Who we share it with and why[1]	Lawful basis[2] for use	How long we keep it for
<b>Shareholder</b> contact information, such as name, company name, title, email address, mailing address and potentially phone number.	<p>To meet the statutory requirements upon the company including, but not limited to, the provisions set out in the Companies Act 2006. This includes maintaining a register of members, distributing statutory accounts and providing notice of meetings of the members.</p> <p>The company also uses shareholders contact details to provide periodic updates on the progress of the company and other such matters deemed to be of interest, including, where possible, funding rounds.</p>	<p>The companies share register is held and maintained by Computershare Limited. Computershare act as a Data Processor on behalf of HAV.</p> <p>Shareholder information is shared with Companies House, as and when required, HM Revenue and Customs, the company's auditors and, under the protection of a non-disclosure agreement, for the purposes of financial due diligence and the like.</p>	Legal Obligation.	Shareholder information will be held for 7 financial years after the financial year in which an individual ceases to be a shareholder. This is so that the company can meet its obligation under the Companies Act 2006 and UK Tax law.
<b>Airlander Club</b> contact information, such as name, company	To send Airlander Club members information related to Airlander Club (news updates,	With our service provider for Airlander Club merchandise (Currently RBLI	Contractual requirement.	Airlander Club contains two categories of member: Founder/Lifetime Members and Annual Members. For Founder

<p>name, title, email address, mailing address and phone number. In addition some other information is optionally provided.</p>	<p>regular newsletters, details of Airlander Club activities or promotions).</p> <p>To contact Airlander Club members by phone in the event of any issues preventing communication by email.</p>	<p>Ltd) for the purpose of providing new member merchandise offered as part of the Airlander Club joining package.</p> <p>With our emailing service provider (Currently Mailchimp) for the purpose of distributing Airlander Club newsletters and other Airlander-related mailings to the Airlander Club.</p>		<p>Members, their data will be held until the 3 months after the company is notified of their bereavement. For Annual Members, their details will be held for 6 months after their membership lapses. This is so as to allow time for a temporarily lapsed member to re-join the Club.</p> <p>If Airlander Club Founder Members (or other Airlander Club members) wish to leave the Airlander Club or cease receiving mailings they should unsubscribe using the link at the bottom of each mailing, or email <a href="mailto:privacy@hybridairvehicles.net">privacy@hybridairvehicles.net</a> with a request to be removed from the Airlander Club.</p>
<p><b>Prospective Employees, Prospective workers, Prospective volunteers, Prospective interns, Prospective apprentices, Prospective Consultants and Prospective Contractors</b> names,</p>	<p>To assess your application and communicate with you about the position.</p>	<p>With our online recruitment service provider (Currently EasyWeb Group), employment referees and our background check service providers including HM Government agencies</p>	<p>Legitimate Interest in taking the steps necessary, prior to entering into a potential employment contract or consultancy agreement with you, to properly assess applicant's</p>	<p>We keep information on unsuccessful applicants located in the EU for 12 months in case another relevant position arises.</p> <p>If you prefer us not to, please let us know at <a href="mailto:privacy@hybridairvehicles.net">privacy@hybridairvehicles.net</a></p>

<p>contact details and employment details if you send us a CV, resumé or other details of your employment history, qualifications and experience in connection with an advertised job vacancy or a general inquiry regarding employment opportunities with us. These may be provided by 3<sup>rd</sup> party recruitment agents who you have asked to act on your behalf or to whom you have submitted these details.</p>		<p>where security clearance checks are required.</p>	<p>applicability for employment.</p>	
<p><b>Prospective customer</b> contact information, such as name, company</p>	<p>To develop awareness about the Airlander products and applicability to customer's needs.</p>	<p>Prospective customer's data may be shared with certain associated organisations</p>	<p>Legitimate interest in securing customers for the company's</p>	<p>The company will hold information on prospective customers for a period of 5 years from when discussions cease. This period is deemed reasonable</p>

name, title, email address, mailing address and phone number.		of the company, including its advisors. Where the interaction between the company and the prospective customer is confidential, information will only be shared under the protection of a non-disclosure agreement.	products and services.	given the long sales cycle of the industry.
<b>Customers</b> contact information, such as name, company name, title, email address, mailing address and phone number.	To deliver Airlander products and support services to meet customer's needs.	Customer's data may be shared with certain associated organisations of the company, including its advisors. Where the interaction between the company and the customer is confidential, information will only be shared under the protection of a non-disclosure agreement.	Legitimate interest delivering contracted products or services for customers.	The company will hold information on customers for a period of 5 years from when contracts complete. This period is deemed reasonable given the long sales cycle of the industry.
<b>Press and media</b> contact information, such as	So as to communicate with relevant press and media organisations	Press and media contact information will be shared within HAV,	Legitimate interest in promoting the company, its	The company will hold press and media contact information until 6 months after notification that an individual has

<p>name, company name, title, email address, mailing address and phone number.</p>	<p>about the developments and advancements of the company and its products.</p>	<p>with its employees, contractors and consultants.</p> <p>Details will also be shared with our emailing service provider (Currently Mailchimp) for the purpose of distributing mailings.</p>	<p>brand and products through the mainstream media.</p>	<p>ceased to be employed in the sector. This is in case the individual decides to recommence employment in the sector.</p>
<p><b>Company's suppliers, advisors, regulatory authorities and other organisations and bodies</b> necessary for HAV to support its business operations. The information held typically includes name, company name, title, email address, mailing address and phone number.</p>	<p>So as to facilitate the day to day operation of the business.</p>	<p>The company may share information with other organisations and bodies necessary for HAV to support the day to day operation of its business as the nature of the company's activities necessitates a collaborative work approach across a wide group of parties. The company will be mindful to only share information where it is required to facilitate the task at hand</p>	<p>Legitimate interest in the day to day operations of the company.</p>	<p>The company will retain the data associated with projects until the project data is archived, as this is likely to be part of design/procurement traceability of decision making etc.</p>

		and with the agreement of the relevant parties.		
<p><b>Web browsing</b> Information from your Web browser (such as browser type and browser language), your Internet Protocol (“IP”) address, internet service provider (ISP), operating system, date/time stamp, and clickstream data and the actions you take on the Company's Web sites (such as the web pages viewed, the links clicked and the information submitted).</p>	<p>We use this information for what is usually called "analytics" – essentially to understand how Visitors move around our Web sites, what content is popular and what is not – and (either alone or with information about the company you work for) to provide more personalized information about us. We hold this information against a Visitor's IP address, unless a Visitor submits contact information to us, in which case we hold this information against the submitted contact information. We use this information to help improve our Web sites.</p>	<p>Usage data is collected on our behalf and analysed by third party analytics providers (Google Analytics) on our behalf.</p> <p>This data is available to and may reside on the servers of our Web Services provider (Currently Verto) who provide recommendations on and updates to our web sites.</p>	<p>Legitimate Interests in monitoring and improving our Web sites.</p>	<p>We keep usage data for analytics and product improvement purposes indefinitely because historical usage data is always relevant to the development of our technology. Please consult the policies of our third party analytics and tracking providers in our <a href="#">Cookies and other Tracking Technologies</a> section or their retention and erasure policies.</p>
<p><b>Web or social media content you upload</b></p>	<p>If you choose to contribute to any of our website forums or</p>	<p>With our hosting provider (currently</p>	<p>Legitimate Interests in encouraging the sharing</p>	<p>We retain your community forum-posted, website-based and/or shared social</p>

	<p>discussions, or to our Social Media feeds, we may make what you upload available to other website or forum visitors, discussion participants, or to other social media feeds.</p> <p>If you email, phone or mail us questions relating to our business or our activities we may ask to share these and our responses with other stakeholders such as other Airlander Club members. We will ask for your permission before doing this or share it on an anonymised basis.</p>	<p>Verto), other social media hosting platforms (such as Facebook, Instagram, Twitter and other similar platforms) and with other members of forums or discussion threads on our website. With other Airlander Club members.</p>	<p>of knowledge, news, ideas and experiences related to the Airlander platform.</p>	<p>media content until withdrawn at your request (or where we are legally required to remove or otherwise choose to remove the content).</p> <p>If you wish us to remove any personal content from social media, our website or other channels please email your request to <a href="mailto:privacy@hybridairvehicles.net">privacy@hybridairvehicles.net</a></p>
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[1] Specific vendors listed may change from time to time.

[2] Lawful basis refers to the need under EU privacy law to have a specific reason, recognized by law, for us to have and use your personal data.