

Our contact details

Name: Lucid Group

Address: Unit 3 Enterprise House, Manchester Science Park, Manchester, M15 6SE, UK

Phone Number: +44 (0)161 860 0058

E-mail: ideas@lucidinnovation.com

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details)

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly:

- Visitors to our website
- Anyone who interacts or contacts via social media
- People contacting us
- Trade shows and exhibitions

We may also receive personal information indirectly, from the following sources in the following scenarios:

- Referrals from existing clients
- Pre-existing contacts

We use the information for one of the following reasons:

- Provide product and service design consultancy services including (but not limited to) strategic marketing, market research, product management, product design, user experience, industrial design, electronics, software, firmware, regulatory, packaging, instructions, prototyping, manufacturing.
- Business partnerships to provide clients with the above services.

We may share this information with 3rd party business service providers, after receiving your consent to do so.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent. You can remove your consent at any time. You can do this by contacting ideas@lucidinnovation.com
- (b) We have a contractual obligation.
- (c) We have a legitimate interest.

Our website and social media

We operate the following websites:

www.lucidinnovation.com
www.lucid-innovation.com

This website is managed by Wix (<https://www.wix.com>) and is hosted in the United States. Details of Wix's privacy policy can be found at <https://www.wix.com/about/privacy>



Cookies are small files of letters and numbers that we store on your browser or the hard drive of your device. There are different types of cookies that we use for different purposes; however generally speaking cookies help us to distinguish you from other users of our websites, which allows us to provide you a better experience and allows us to improve our websites.

You can block cookies at any time by activating the setting on your browser that allows you to refuse some or all cookies. However, if you do block cookies there may be parts of our websites that you will be unable to access or that will not function properly.

Our cookies help to:

- make our website work as you would expect;
- remember your settings during and between visits;
- improve your and other users' experiences of the website;
- allowing you to sign up to marketing and updates if you have requested to do so;
- remembering if we have already asked you certain questions; and
- improve the speed/security of our website.

Whenever you visit our website we use Google Analytics to collect standard information about your website use, such as internet logs and details of your visitor behaviour patterns.

The reason we use this service is so that we can find out how many people visit the websites and the various parts of the websites. This information is necessary because it helps us to find out how our websites are working and how to improve it. We do not identify anyone, and we do not make or allow Google Analytics to (or attempt to) identify anyone visiting our websites.

Our website contain links to our social media pages. Any information you provide to us via social media (including messaging, "liking", "following" and other communications) is controlled by the social media network. We currently use:

- LinkedIn, which has its own privacy notice that can be located at <https://www.linkedin.com/legal/privacy-policy>;
- YouTube, which has privacy guidelines that can be located at https://support.google.com/youtube/answer/7671399?hl=en&p=privacy_guidelines
- Instagram, which has a data policy which can be found at <https://help.instagram.com/155833707900388>

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at ideas@lucidinnovation.com if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at ideas@lucidinnovation.com

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

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

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>