



Privacy Notice for Customers and Suppliers CE-002

Version 2 – last updated 13/6/25

Crackle Energy Limited, Trading as Crackle AI ("We") are committed to protecting and respecting your privacy.

This privacy notice sets out the basis on which any personal data we collect from you 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.

For the purpose of the General Data Protection Regulation (GDPR), the data controller is Crackle Energy Limited of 128 City Road, London. EC1V 2NX.

Personal Data We May Collect

We may collect the following information:

- Your name
- Your email address
- Your telephone number
- Your social media digital identifiers, e.g. LinkedIn profile

Why We Collect Personal Data and the Lawful Basis for Doing So

Your personal data is processed to enable us to conduct business as a marketing service provider. This includes:

- Communicating with potential and existing customers regarding our services.
- Managing relationships with suppliers for the purchase of goods or services.
- Direct marketing to prospective customers and partners where legally permissible.
- Direct marketing to prospective customers of our clients where legally permissible.

Lawful Basis for Processing

- **Legitimate Interests:** Processing is necessary for the purposes of the legitimate interests pursued by us in conducting our business, provided this does not override your rights and freedoms.
- **Consent:** Where applicable, for activities such as marketing, we will seek your explicit consent. You have the right to withdraw consent at any time.

Disclosure of Your Personal Data

- Data may be stored on IT systems hosted by external providers.
- Personal data may be shared with third-party partners and affiliates to provide the best services.

We do not transfer personal data outside the UK or EU unless specifically authorized and in compliance with GDPR.

Retention Period

- Financial and transactional data will be kept for six years after our relationship with your ends.
- Marketing data will be retained only for active campaigns or until you request its deletion.

Your Rights as a Data Subject

Under GDPR, you have the following rights:

- To access the data we hold about you.
- To request corrections or deletions where applicable.
- To object to certain types of data processing.

You have the right to object to your personal data being processed. If we receive such an objection, we will, where required under the General Data Protection Regulation stop processing your personal data.

You have the right to data portability whereby we will provide you your personal data in a structured, commonly used and machine-readable format.

You can make a request expressing your rights by writing to us at the address above, or by using the contact form on our website.

Complaints

If you have concerns about how your data is handled, you can contact the UK Information Commissioner's Office (ICO) on 0303 123 1113 or visit <https://ico.org.uk/concerns/>