

BMW Financial Services Innovation Lab (BMW Financial Services (GB) Limited and L Marks LTD) respects your right to privacy. We care about how your information is used and therefore comply with UK Data Protection law.

Innovation Lab stores all data on secure servers and will only gather and use your information in the ways described in this privacy policy and not in any other way.

Innovation Lab may track data from visitors to the programme website. The sorts of data that we may track include IP address, location, where and how often visitors click on our website, how long they remain on a page on our website, Innovation Lab cookie information, web browser type, browser language, and the date and time of visitors' requests. We collect this data in order to help diagnose problems with our server(s) and to understand how visitors use our site so that we can improve our website's user-experience.

Innovation Lab uses "cookie" technology to collect additional website usage data and to improve the Site and our service. A cookie is a small data file that we may transfer to your computer's hard disk. We do not use cookies to collect Personally Identifiable Information. Innovation Lab may use both session cookies and persistent cookies to better understand how you interact with the Site and our service, to monitor aggregate usage by our users and web traffic routing on the Site, and to improve the Site and our service.

You can set your web browser to refuse all cookies, but some features and services may not function properly if your cookies are disabled.

All applicants to the programme are required to create an account on the Innovation Lab application website. We require some personal information from applicants (Name, address, phone number) as part of the account creation. We also require the names of co-founders and other team members. We request this information so that we can track applications and contact the relevant parties in the event that their application is successful at any stage of the programme.

We also require information on the nature of an applicant's business-idea, product, past experience and qualifications, roles and responsibilities of team-members, company history and financials. We use this information to evaluate applications so that we can select finalists to enter the programme.

Innovation Lab uses various third party service providers in order to operate the programme (creative agency, accommodation provider, equipment supplier etc). We may share your information with them so that they can perform their service. When we use third party service providers we will only provide them with the information that they need to provide their service.

Innovation Lab may aggregate your information with information of other users and disclose such information to advertisers and other third parties for marketing and promotional purposes.

However, Innovation Lab will never disclose your Personally Identifiable Information to advertisers and other third parties for marketing and promotional purposes without your express consent.

Applicants to the Innovation Lab Programme can access and update the personal information supplied to create their account through our website at any time.

Information supplied on the application form can be updated until the application deadline (see Official Terms). Once the deadline has passed the application form will be viewable but not editable. Information can be updated after the application deadline by contacting us: [alex@lmarks.co.uk](mailto:alex@lmarks.co.uk).

By applying for the Innovation Lab programme and/or visiting the L Marks website you signify your assent to this privacy policy. If you do not agree with this privacy policy, please do not use the site. Your continued use of the site following the posting of changes to these terms will mean you accept those changes.

We may update this policy at any time by simply posting such modification on the site. We will notify you of any material changes to our privacy policy by posting the new privacy policy on our site. You are advised to consult this privacy policy regularly for any changes.

If you decide to visit the site, your visit and any possible dispute over privacy is subject to this privacy policy and our official terms, including limitations on damages and application of UK law.

You have a right to ask what personal information we hold about you. We will charge the statutory fee of £10 for this.

### **Contact Details**

Please email us at [alex@lmarks.com](mailto:alex@lmarks.com) or contact us by post at Grove House, 27 Hammersmith Grove, W6 0NE.