MOBILE SHOP

Provided by AO Retail Ltd.
trading as Mobileshop.

Privacy Policy.

Updated: December 10th 2024



In order to provide you with a mobile network operator contract or sim (an "**airtime contract or sim connection**") Samsung have partnered with AO Retail Limited ("**AO**") who make the introduction to, and help facilitate the connection with, the mobile network operator ("**services**").

AO Retail Limited, is registered in England (No. 03914998) at 5a, The Parklands, Lostock, Bolton, BL6 4SD and will be a data processor of Samsung Electronics of certain data that you provide in order to apply for and enter into the airtime contract and a controller of certain data in order to administer the services.

The data collected and processed by AO will include:

- Identity Data includes first name, last name, username or similar identifier, occupation, marital status, title, date of birth and gender.
- Contact Data includes billing address, delivery address, email address and telephone numbers.
- Financial Data includes bank account and payment card details.

Transaction Data includes details about the airtime contracts or sim connections you have with the network operators.

How we use your personal data

AO will only use your personal data to carry out Identity, Contact, Financial, Credit and Fraud prevention checks and to apply for airtime contracts and/or sim connections

Disclosure of your personal data

AO may share your personal data with the parties set out below to facilitate the network connection with the network operator.

- Network operators such as O2, Three, Vodafone, Talk Mobile who provide mobile connectivity and billing services
- Experian to carry out fraud/security checks.
- Third party IT vendors.
- Group companies of AO.

All personal data transfers between AO and third parties will be done securely using password protected files over secure file transfer protocols (SFTP) We are committed to the security of your data and to respecting your privacy rights. If you do not become a customer, we will delete your data securely after 90 days.

AO Retail operates through various platforms and trading names, including mobile phone shop and mobile phones direct.

If you do not enter into an airtime contract [or sim connection] (for whatever reason), AO will still keep the result of our credits checks about you if we have a legal obligation and/or it's in our legitimate interests to help prevent or detect fraud. Fraud prevention agencies can hold your personal information for different periods of time, and if you are considered to pose a fraud or money laundering risk, your information can be held by AO and the organisations we share it with for up to six years. If you give us false or inaccurate information which is identified as fraudulent, it may be passed on to fraud prevention agencies and/or shared with law enforcement agencies.

If a credit reference or fraud prevention agency, decide that you are a credit, fraud or money laundering risk, you may be refused an airtime contract or sim.

The credit reference and fraud prevention agencies will keep a record of any fraud or money laundering risk and this may result in other organisations refusing to provide services, financing or employment to you.

There are different credit reference agencies in the UK (for example, Equifax and Experian).

Each one might hold different information about you. If you want to find out what information they hold about you, you should get in touch with them.

Please note they may charge you a fee for providing that information to you.

Whenever credit reference and fraud prevention agencies transfer your personal information outside of the European Economic Area, they place contractual responsibilities on the organisation receiving it to protect your information to the standard required in the European Economic Area.

Your network operator may also monitor traffic over its network, trace nuisance or malicious calls, and track malware and cyber-attacks. To do the above, they may use your Identity, Contact, Financial, Technical, Usage, and Profile data. Please refer to the privacy policy of the relevant network.