



Dunelm Group plc

Shareholder Privacy Notice

DUNELM GROUP PLC AND ITS SUBSIDIARIES ("DUNELM") ARE COMMITTED TO COMPLYING WITH THE GENERAL DATA PROTECTION REGULATION AND THE DATA PROTECTION ACT 2018. LOOKING AFTER THE PERSONAL INFORMATION YOU SHARE WITH US IS VERY IMPORTANT, AND WE WANT YOU TO BE CONFIDENT THAT YOUR DATA IS KEPT SAFELY AND SECURELY AND TO UNDERSTAND HOW WE USE IT.

We have published this notice to help you understand:

- How we collect your information
- What information we collect from you and why
- How we use your information and on what basis
- Who we share your information with
- How long we keep your information
- What your rights are

This privacy notice applies to you if you are an individual, and are a current or former:

- Registered shareholder of Dunelm Group plc
- Executor, representative or beneficiary of a deceased shareholder
- Beneficial owner of Dunelm Group plc shares who has exercised information rights
- Payee under a dividend mandate instruction

Dunelm acts as 'Data Controller' of the personal data you provide to us, and we will sometimes refer to ourselves in this notice as "we" or "us". By Data Controller, this means Dunelm determines the purposes and ways in which any personal data is, or will be, processed.

If you are also a Dunelm **customer**, you should refer to the separate privacy notice at www.dunelm.com/privacy which covers the personal information which we collect from you in relation to Dunelm products and services which you purchase as a Dunelm customer.

If you are also a Dunelm **colleague**, please refer to the separate privacy notice which also applies to you and is located on the Dunelm Intranet and on the Home Comforts website.

How do we collect information?

We have appointed Equiniti Limited in accordance with the Companies Act to manage our register of shareholders. Equiniti Limited and other Equiniti Group entities ("Equiniti") maintain the Dunelm shareholder register and processes shareholders' personal information on our behalf. Equiniti's Privacy Policy can be found at <https://equiniti.com/uk/privacy-policy/>

Your personal information is collected when you provide it to us, to Equiniti or to other third parties we engage to carry out services on our behalf, for example when you provide information in writing or via Equiniti's website. Your information is also collected when you exercise rights attached to your shares, such as voting. Your information might also be provided to us or to Equiniti by third parties, for example by an agent through which you trade in Dunelm shares.

What information do we collect from you?

- The information includes the following, however please note this list is not exhaustive:
- Registration and contact details: your full name, address, email address, phone numbers and your contact history.
- Bank account details: your bank account number and sort code.
- Shareholding: a record of the number of shares that you hold and details of past transactions.
- Communications: details and where relevant copies of communications between us, your communication preferences and, if you are a beneficial owner, any information rights you have exercised.
- Meetings: a record of your shareholder meeting attendance and votes cast.
- Payments: a record of dividends paid/payable to you.
- Your account login details: this is your user name and chosen password.
- Contact preferences: how and whether you want us to contact you.

- Beneficiaries: if we have lost contact with you, we may employ tracing agents to find you or your beneficiaries to reunify your holding to the person(s) entitled to it.
- Other: any special instructions or restrictions relating to your account. In the event of your death, the date that that occurred and the names and contact details of your executors or personal representatives.

How do we use your information and on what basis?

There are a number of ways in which we use your personal information, depending on how you interact with us. We may use your information in the following ways:

- Manage your shareholding in Dunelm Group plc and maintain the share register.
- Make shareholder communications and shareholder meeting materials available to you, such as the Annual Report and the Notice of Annual General Meeting.
- Pay dividends to you.
- Allow you to exercise your rights as a shareholder, such as the right to speak and vote at shareholder meetings.
- Corporate actions: to manage any corporate actions that we may undertake, such as rights issues.
- Contacting you: for example in relation to our issuer obligations.
- Respond to any correspondence or questions you have raised with us.

Wherever we process or use your personal information, there must be a 'legal basis' for what we do. This will be for at least one of the following purposes:

- To meet our legal and regulatory responsibilities to our regulators, tax officials, law enforcement, or other relevant parties.
- To manage your shareholder rights and our obligations to you as a shareholder, in accordance with our Articles of Association and applicable laws.

- To operate our business and keep our shareholders informed about our products and services.
- For any other purposes we identify as relevant to further our business interests but never at the expense of your privacy rights.

Who might we share your personal information with?

Your personal information will be shared where there is a legal requirement to do so, for example with regulatory agencies or government bodies. Your personal information will also be shared with Equiniti and may be shared with other trusted third parties engaged by us, such as our professional advisors or parties engaged to perform processing activities on our behalf.

From time to time we (including our service provider(s) and professional advisers) transfer your personal information to third parties based outside of the European Economic Area for the purposes described in this privacy policy. This is a transfer to a 'third country'. For example, Equiniti provide support services from India and the US.

Where transfers of data to third countries occurs, Dunelm put in place appropriate contractual provisions to ensure that there are strict rules regarding both confidentiality and security of your information.

How long we keep your personal information

Your personal information will be kept for as long as is reasonably required to achieve the purposes for which it was collected. Your record on the shareholder register will be maintained while you are a shareholder of Dunelm. If you cease to hold Dunelm shares, your information will be kept for a period of up to 12 years following the last update to your record on the shareholder register, or for as long as is necessary to resolve any outstanding matters relating to your shareholding or to meet legal, regulatory or tax requirements.

What are your rights?

You are entitled to request the following from Dunelm (these are called your Data Subject Rights and there is more information on these on the Information Commissioners' website at www.ico.org.uk):

- the right to access a copy of the personal information we hold about you;
- the right to correction of inaccurate personal information we hold about you;
- the right to restrict our use of your personal information;
- the right to be forgotten;
- the right of data portability;
- the right not to be subject to a decision based solely on automated processing, including profiling; and
- the right to object to our use of your personal information.

If you have any questions about the above rights, please contact us (see below for details).

If you are unhappy with the way in which Dunelm has handled your personal information and you have already been in contact with us (using the above details) and feel we did not resolve your issues to your satisfaction, you can contact the Information Commissioners Office (The UK's Data Protection Regulator) via www.ico.org.uk

Contact us

If you are seeking to exercise any of the above rights or should you need to contact us please do so in writing to:

The Customer Services Manager, Dunelm (Soft Furnishings) Limited,
Green Street, Radcliffe, Manchester, M26 3ED or by email to
Du.datarequest@dunelm.com

This Privacy Notice was last updated on 22 August 2018.