Awaze Content Creator Privacy Notice

Last updated: June 2026

About this privacy notice and who we are

This privacy notice explains how Awaze Vacation Rentals Ltd, part of the Awaze Group, collects and uses your personal information when you apply to participate in our Content Creator Programme.

The Content Creator Programme enables us to identify, select and work with content creators and micro-influencers who may participate in gifted stays and create promotional content for our brands, including cottages.com and Hoseasons.

This notice explains how we use your personal information throughout the application process and, if your application is successful, during your participation in the programme and our use of the content you create.

Awaze Vacation Rentals Ltd is the data controller responsible for your personal information in relation to this programme.

This privacy notice should be read alongside the Awaze Group Privacy Notice, which provides further information about how we process personal information across our business.

We keep this privacy notice under review and will place any updates on our website.

Who this privacy notice applies to

This privacy notice applies to individuals who:

- apply to join the Content Creator Programme;
- are shortlisted or selected to participate in the programme; or
- create content for Awaze Vacation Rentals Ltd as part of a gifted stay or other agreed collaboration.

1. What personal information we process and why

We will only process personal information about you where we need to.

Depending on your involvement with the programme, this may include:

- personal details such as your name, email address and contact details;
- your social media usernames, profile links and the platforms you use;
- information about your audience, engagement, demographics, content style and areas of interest;

- information you provide within your application;
- records of communications between you and us;
- information relating to gifted stays or campaign participation;
- photographs, videos, written content, social media posts and other digital assets you provide or create as part of the programme;
- records relating to licences, permissions or contractual agreements governing the use of your content.

We do not normally ask you to provide special category (sensitive) personal information. Please do not include sensitive personal information in your application unless we specifically request it.

We generally collect your personal information directly from you through the application process or while administering the programme. We may also collect publicly available information from your social media profiles where relevant to assessing your suitability or promoting our campaigns.

We may use your personal information for the following purposes

Purpose for processing	**Personal data used**	**Lawful basis**
To assess your suitability for the Content Creator Programme	Personal details, social media information, application information	Legitimate Interests
To communicate with you about your application or participation	Personal details, contact history	Legitimate Interests
To identify suitable creators for current and future campaigns	Personal details, social media information	Legitimate Interests
To arrange and administer gifted stays and campaign activity	Personal details, campaign information	Performance of a Contract and Legitimate Interests
To manage our relationship with successful content creators	Personal details, correspondence, campaign information	Performance of a Contract
To receive, review and manage content created as part of the programme	Marketing content, campaign information	Performance of a Contract

Purpose for processing	Personal data used	Lawful basis
To publish, reproduce, edit, share and otherwise use content you create in accordance with the Content Creator Terms and Conditions or other agreement between us	Marketing content, your name and/or social media handle (where applicable)	Performance of a Contract and Legitimate Interests
To promote our brands, products and services using content created as part of the programme, including on our websites, social media channels, email marketing, digital advertising, printed materials and other promotional activity	Marketing content, creator attribution where agreed	Performance of a Contract and Legitimate Interests
To manage enquiries, complaints and provide support	Personal details, correspondence	Legitimate Interests
To establish, exercise or defend legal claims, comply with legal obligations and protect our business	All relevant personal information	Legal Obligation and Legitimate Interests

Our legitimate interests include identifying and engaging suitable content creators, promoting our brands and improving our marketing activities.

Where content is created as part of the programme, our use of that content will also be governed by the applicable Content Creator Terms and Conditions or other agreement between you and Awaze Vacation Rentals Ltd.

2. Sharing your data within the Awaze Group

We are part of the Awaze Group of companies (listed at www.awaze.com) and sometimes use shared technology and services.

We may share your personal information with other companies within the Awaze Group, their employees, contractors and service providers where necessary to:

- administer the Content Creator Programme;
- provide marketing and campaign support;
- maintain our IT systems;
- improve our services;
- protect our business; and

- comply with legal obligations.

In the event of sharing data between our group companies, we have appropriate intra-group data sharing arrangements in place to ensure personal information is processed securely and in accordance with applicable data protection legislation.

3. Sharing your data outside the Awaze Group

To administer the programme and operate our business, we may share your personal information with:

- service providers acting on our behalf, including providers of Microsoft 365, IT support and system administration services;
- professional advisers including lawyers, auditors and insurers;
- regulators, government authorities and law enforcement agencies where required by law;
- third parties providing services that support the administration of the programme;
- marketing agencies or suppliers engaged to support campaign delivery, where necessary.

Where third parties process personal information on our behalf, they are required to protect it appropriately and may only process it in accordance with our instructions.

We do not sell your personal information.

4. International transfers

We are a global business and use suppliers located across the world. This means that sometimes we need to transfer your personal information outside the UK and European Economic Area (EEA).

Where we transfer personal information internationally, we ensure appropriate safeguards are in place in accordance with data protection legislation, including adequacy regulations or approved contractual clauses where appropriate.

5. How long we keep your information

We will only keep your information for as long as necessary based on:

- the amount, nature and sensitivity of the personal information;
- the potential risk of harm from unauthorised use or disclosure;
- the purposes for which we process your personal information;
- any legal or regulatory requirements; and

- relevant industry standards or guidelines.

Where your information is no longer required, it will be securely deleted or anonymised.

Where you are selected to participate in the programme, we may retain records relating to your participation and any associated contractual arrangements where necessary to administer the programme, protect our legal position or comply with legal obligations.

Marketing content may continue to be retained and used in accordance with the rights granted under the applicable Content Creator Terms and Conditions or other agreement.

6. Your rights

Under certain circumstances, you have the right to:

- request access to the personal information we hold about you;
- request correction of inaccurate or incomplete personal information;
- request deletion of your personal information where there is no lawful reason for us to continue processing it;
- object to processing based on our legitimate interests;
- request restriction of processing;
- request data portability where applicable; and
- withdraw your consent where we rely on consent.

You are not required to pay any charge for exercising your rights.

We may ask you to provide information to confirm your identity before responding to your request.

Where marketing content has already been created or published under a contractual agreement, the exercise of your data protection rights will be considered alongside our contractual rights and legal obligations.

If you wish to exercise any of these rights, please contact us using the details below.

Complaints (UK)

If you have concerns about how we use your personal information or how we have handled your request, you have the right to make a complaint to us.

You can contact our Data Protection Team using the details set out below. Please provide as much information as possible about your concern so that we can investigate it.

We will:

- acknowledge receipt of your complaint within 30 days;
- investigate your concerns fairly and appropriately;
- keep you informed of the progress of your complaint; and
- respond with the outcome without undue delay.

We may ask you for additional information to help us investigate your complaint.

If you are not satisfied with our response, or you believe we are not processing your personal information in accordance with data protection law, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK supervisory authority.

Information Commissioner's Office

Website: https://ico.org.uk

Telephone: 0303 123 1113

We encourage you to contact us in the first instance so that we have the opportunity to resolve your concerns.

Contacting us

If you have any questions about this privacy notice, how we use your personal information, or if you would like to exercise your data protection rights, you can contact us using the details below.

Email: dataprivacy@awaze.com

Post:

Data Protection Team

Awaze Vacation Rentals Ltd

Trinity House

Riverside Road

Lowestoft

NR33 0SW

United Kingdom

Changes to this privacy notice

We may update this privacy notice from time to time to reflect changes to the Content Creator Programme, our processing activities or changes in applicable data protection law. The latest version will always be made available with the Content Creator Programme application form.