

Privacy Policy

The Maidenhead and District Chamber of Commerce Limited (**Chamber**) takes privacy seriously and respects the privacy and data protection rights of its members, volunteers and other users including website visitors.

This policy aims to give you information on how we collect, use, share, retains and process personal identifiable information provided by users of this website in accordance with the General Data Protection Regulation (**GDPR**) and the Data Protection Act 2018 (**DPA**).

The Chamber may change this policy from time to time by updating this page.

This policy is effective from 25 May 2018.

Data Collection

The Chamber collects and maintains a variety of personal data or personally identifiable information, which means any information about an individual from which that person can be identified. This includes: names; business addresses; email addresses; phone numbers; payment information; social media profiles; demographic information of the business; and details of Chamber services the users may be interested.

The Chamber collects information directly from individuals or from the business associated with those individuals. The information could be collected through emails, phone calls, online registration forms, event registration forms and face to face meetings. The Chamber does not collect personal data about individuals except when there is a legitimate business requirement or when such information is provided on a voluntary basis.

Users should also be aware that non-personal information and data may be automatically collected through the standard operation of the Chamber's web servers, and by the use of cookies technology and/or Internet Protocol (**IP**) address tracking. Non-personal identification information might include the browser used by you, the type of computer, the operating systems, the Internet service providers, and other similar information.

Purpose of Processing

The personal data collected is used by the Chamber to give you information relating to: Chamber membership; the Chamber's website; other Chamber services; membership administration; prospecting new members; account management with existing members; processing and responding to queries received from the public or other relevant stakeholders; contact you to seek your views or comments on emerging political or economic issues affecting the Royal Borough of Windsor and Maidenhead (**RBWM**); and send marketing communications on the Chamber's behalf or on behalf of the Chamber's patrons and strategic partners.

If you are a current member of Chamber, opting out of promotional emails will not stop all communication from us. By becoming a member of the Chamber, you have signed you up to receive certain information related to the Chamber and we are constitutionally required to send this information to you.

If you are not a member of the Chamber or your membership has lapsed, you can choose to opt in or out of further contact with us. The Chamber may also receive non-member data through networking (e.g. business cards, event registrations) and add these details, if relevant, onto our CRM or other data management system. The Chamber may on occasion purchase 'opt-in' data (lists from reputable providers) for promotional campaigns.

Data retention

The personal data collected is stored in the Chamber's CRM system and other appropriate data management systems, both paper based and electronic will not be disclosed to any third party except if permission has first been obtained from the users.

The Chamber will not be transfer your personal data to any agency located outside the EEA. At regular intervals, the Chamber will: review the length of time we retains your personal data; consider the purpose or purposes for which we hold your personal data for in deciding whether (and for how long) to retain it; securely delete information that is no longer needed for that purpose or those purposes; and update, archive or securely delete information if it goes out of date.

Security

The Chamber uses reasonable measures to safeguard personal data and personally identifiable information. The implemented measures will be appropriate to the type of information maintained and compliance with all relevant legislation governing protection of personal information. Measures are implemented to preserve the confidentiality, integrity and availability of the personal information. The Chamber has put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

In addition, the Chamber will limit access to your personal data to only those directors, consultants, volunteers or agents who have a legitimate business need to have access to that data. The directors, consultants, volunteers or agents will process your personal data in accordance with our instructions. They will be subject to a duty of confidentiality and due care with respect to handling the personal data.

The Chamber has put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Links to Third-Party Sites

Where appropriate and only for the legitimate business needs of the Chamber and its members, the Chamber may provide links to third-party web sites, or advertisements which contain links to third-party sites. These links are provided as a service to website users and linked third-party websites are operated by independent entities.

This policy does not apply to such other websites or to the use that those entities make of your information. The Chamber has no control over the content displayed on such sites, nor over the measures, if any, that are taken by such sites to protect the privacy of your information.

The Chamber's website may also serve third party advertisements, or other content that contains their own cookies or tracking technologies. The Chamber does not control the use of those technologies.

Opt-Out

The Chamber is a membership organisation and for its legitimate business interests, must maintain contact information on its members and the wider business community to communicate information on membership, events, training courses, policy and research, international trade and any other Chamber products or services. The Chamber also sends promotional material promoting its events, training courses, membership services, business support services, policy and research work and other relevant offerings. From time to time, the Chamber collaborates with other relevant organisations and companies to promote other programs that may be of interest to members and the wider business community. In such cases, the Chamber does not provide these organisations with any personally identifiable information but may distribute the organisation's information on their behalf to those who may legitimately be benefited from receiving such information or have elected to receive such information.

If you do not wish to receive marketing material, you may opt out. Every marketing email will include an 'unsubscribe' link at the bottom. You may also notify the Chamber in writing as set out below. If your parent company has nominated you as a relevant contact required to receive information on its behalf, you cannot opt out of important information the Chamber is required to provide you as per the Chamber's contractual obligations to its members.

Social media

The Chamber may use third party provided tools such as Twitter, Facebook and LinkedIn to manage our social media interactions. If you send us a private or direct message via social media the message may be stored by that platform. Like other personal data, these direct messages will not be shared with any other organisations.

Access, Review and Correction

The GDPR and the DPA gives you the right to access your personal data held by us ("subject access request"). If you have an established business relationship with the Chamber, you may request from us a list of the categories of personal information held about you. Subject access requests must be made in writing to the details below. We will endeavour to respond to the request within a reasonable period and in any event within one month as required by the relevant provisions in the GDPR and the DPA.

It is important that the personal data we hold about you is accurate and current. We will take all reasonable measures to ensure that the personal data we hold about you is accurate.

Privacy Rights

In addition to the rights of access, review and correction, you have the right to object to your personal data being processed for any particular purpose, or to request that we stop using your information.

If you wish to exercise these rights, please send an email to admin@maidenhead.org.uk or send a letter marked "Data Protection" to the Chamber's office at 2nd Floor Blandy House, 3 King Street, Maidenhead, Berkshire SL6 1DZ.

If you have further concerns about how we use your personal data, you also have the right to make a complaint at any time to the Information Commissioner's Office (**ICO**), the data protection authority for the UK. Please visit <https://ico.org.uk/> for more details on your data protection rights and how to contact them.