

Your privacy is important to us. Please read the following to fully understand our privacy policy in specific regard to the Coventry and Warwickshire Business Festival and what you are agreeing to when you register for a ticket as part of the Festival.

This privacy policy applies to all the websites (“Sites”) operated by Coventry and Warwickshire Local Enterprise Partnership and our agents. In particular the website represented by its affiliate company Coventry and Warwickshire Growth Hub Limited. The term “Sites” covers the collection of personal data through Coventry and Warwickshire Growth Hub Limited direct mail, telephone or social media channels by us or our agents, Associate Events Limited. (“Coventry and Warwickshire Growth Hub Limited”, “we”, “our” and “us”) and to the processing of personal information by Coventry and Warwickshire Growth Hub Limited as contemplated in this privacy policy. Any reference to “you” or “your” refers to you, the user.

Coventry and Warwickshire Growth Hub Limited respects your privacy and is committed to protecting the personal information you share with us. This statement describes how we collect and use the personal information that we may collect about you through the Sites and from our communications with you. Our Sites are hosted on various servers within the European Economic Area, but some of our systems do extend to and are hosted within the American Continent.

DATA PROTECTION LAWS

The data controller is Coventry and Warwickshire Growth Hub. We are committed to using best practice and being open and transparent with how we collect, use and protect your personal data. We are committed to our legal responsibilities as a “data controller” and a “data processor” and we support the principles of the General Data Protection Regulation.

OTHER WEBSITES

Our Websites or online applications may contain links to other websites operated by other organisations. These organisations may have their own privacy and cookie policies and we do not accept responsibility or liability in any form for these websites or online applications. This privacy policy only applies to the Sites and not to any other websites including any websites linked from any of the Sites.

HOW WE OBTAIN PERSONAL INFORMATION ABOUT YOU

When you use our Websites or Online Applications you may provide us with:

- Your personal details, including your postal and billing addresses, email addresses, phone numbers and date of birth and title.
- Your account login details, such as your username and the password that you have chosen.

In particular, and for the avoidance of doubt the information we collect extends to, but is not limited to your:

- Name
- Phone Numbers
- Email Addresses
- Postal Address
- Profession
- Company and/or Organisation
- Interest in hearing from our partners
- Interactions / purchase history with us
- IP address

Where this is the case, the legal basis for our processing your information is the performance of a contract with you in answering your queries, delivering the service or processing your order.

HOW WE COLLECT AND USE NON-PERSONAL INFORMATION

When you interact with us online, browse our Websites or use our applications, we may collect:

- Information about your online browsing behaviour on our websites and applications and information about when you click on one of our adverts (including those shown on other organisations' websites)
- Information about devices you have used to access our Services (Including the make, model and operating system, IP address, browser type and mobile device identifiers)

Where this is the case, the legal basis for our processing of your information is our legitimate interest in improving our services, the performance of our website, improve our services and informing our market strategy.

When you contact us or we contact you or you take part in online or social media promotions, competitions, surveys or questionnaires about our Services, we may collect:



- Personal data you provide about yourself anytime you contact us about our Services (for example, your name, username and contact details), including by phone, email or post or when you contact us through social media
- Details of the emails and other digital communications we send to you that you open, including any links in them that you may click on
- Your feedback and contributions to customer surveys and questionnaires

Where this is the case, the legal basis for our processing of your information is our legitimate interest in improving our services, the performance of our website, improve our services and informing our market strategy.

WHAT WE DO WITH YOUR PERSONAL INFORMATION

The personal information recorded will be available to Coventry and Warwickshire Growth Hub Limited, our affiliated companies and trusted third party service providers and contractors. We also securely pass your information to the event organiser managing the event(s) that you have specifically booked for. Coventry and Warwickshire Growth Hub Limited will securely hold, process and pass your information on for the following purposes:

- to process enquiries received
- to register you for the event and send you newsletters, tickets and relevant information
- to conduct market research and business development
- to provide you with information about products and promotions that may be of interest to you from ourselves and trusted third parties
- in connection with surveys related to our products and the Sites
- any other purpose indicated at the time you voluntarily provide your personal information

Whilst Coventry and Warwickshire Growth Hub Limited and its agent Associate Events Limited will take every precaution to protect your data. Independent event organisers, partners and sponsors will be required to keep your personal data secure and only handle your data in accordance with appropriate data protection and security regulations. By registering for a ticket, you expressly remove Coventry and Warwickshire Growth Hub Limited and its agent Associate Events Limited, from any and all liability and / or responsibility of any form in relation to the processing, security and protection of your data by a third party; including but not limited to, event organisers, partners, sponsors, stakeholders, venues and/or attendees. Should you wish to unsubscribe from communications from other parties, you will be required to do this directly with them. We, nor our agent, will never knowingly sell your data without your express written consent.

MARKETING

We may from time to time use your personal information to send you email messages with regard to our Business Festival and associated services. These communications may contain features that help us make sure you received and were able to open the message.

You may opt out of receiving such communications at any time, free of charge, by replying to the message with “unsubscribe” in the subject line, or by following the instructions in any marketing communication.

Occasionally we may source details from third party organisations such as Companies House, this information may include, names and email addresses. This information would only be sourced if we believed that our products or services may be of interest. In these circumstances we would process any data under the clause of legitimate interest to develop our customer base.

DISCLOSING YOUR PERSONAL INFORMATION

As is outlined within the section ‘WHAT WE DO WITH YOUR PERSONAL INFORMATION’ we may disclose your personal information to companies and individuals who perform business functions and services on our behalf, whom we work in partnership with or those who have organised an event in which you wish to attend. Such functions may include hosting the Sites, analysing data and providing other support and/or services. All such parties will be required to keep your personal data secure and only handle your data in accordance with appropriate data protection and security regulations. We would also request that the data was only processed in accordance in line with GDPR.

We may also disclose your personal information if, in our opinion, disclosure is required by law.

INTERNATIONAL TRANSFERS OF YOUR PERSONAL INFORMATION

We may transfer and process any personal information you provide to us to countries outside the European Economic Area whose laws may not afford the same level of protection to your personal information. We will therefore ensure that all adequate safeguards are in place and that all applicable laws and regulations are complied with in connection with such transfer.

COOKIES AND TRACKING SOFTWARE

We may use “cookies” and other types of tracking software in order to personalise your visit to our Sites and enhance your experience by gaining a better understanding of your particular interests and customising our pages for you. A cookie is a message given to a web browser by a web server and which is then stored by the browser in a text file. Each time the browser requests a page from the server this message is sent back which enables the user’s computer to be identified.

We may use the information provided by cookies to analyse trends, administer the Sites, or for research and marketing purposes to help us better serve you. No information which personally identifies you will be collected through the cookies. If you like, you can set your browser to notify you before you receive a cookie so you have the chance to accept it and you can also set your browser to turn off all cookies. The website www.allaboutcookies.org

(run by the Interactive Marketing Bureau) contains step-by-step guidance on how cookies can be switched off by users.

Our Sites require the use of cookies in order to work at their best. If you do not wish these cookies to be used then please note that you may not experience our Sites working to their best effect.

THE ACCURACY OF YOUR INFORMATION

While we endeavour to ensure that the information we hold about you is accurate and kept up to date, we shall assume that in the absence of evidence to the contrary, the information you provide us with is accurate. Should you inform us of inaccuracies in the information which we hold in relation to you or, if we discover that such information is inaccurate, it shall be promptly rectified by us. We do not intentionally retain any information about you which is out of date or which is no longer required.

PERSONAL DATA SECURITY AND CONFIDENTIALITY

Our security controls are designed to protect your data. We endeavour to ensure we have adequate technical, physical and organisational security measures to protect your personal information from loss, misuse, unauthorised access, disclosure, alteration, or destruction. This includes, but is not limited to, encryption services, vulnerability tests and review of our data collection storage and processing procedures.

ACCESS AND CORRECTION RIGHTS

We appreciate that your data is owned by you, therefore you can request access to, and have the opportunity to update and amend your personal information, and you can exercise any other rights you enjoy under applicable data protection laws, including, for example, objection to and blocking of the processing of your personal information, by contacting us at hello@associate-events.com. For security reasons, we reserve the right to take steps to authenticate your identity before providing access to your personal information. Subject to applicable law, we may charge you a small fee to access your data.

RETENTION OF DATA

The length of time that we keep your information will depend on what type of information you have provided and for what purpose (see below). Once your data is no longer required we will either delete or anonymise your information keeping only information needed for statistical purposes.



- **Your Account Information:** If you have an account with us we will keep your data until you delete your account. Any data which is required for statistical analysis and reporting will be anonymised.
- **E-commerce information:** If you have made a purchase through our website we will keep information regarding your order in line with legal requirements regarding the keeping of company records for accounting purposes. This is currently for 6 Years.
- **Enquiries or form submissions through our website:** If you have made an enquiry, sent us your information or applied for a vacancy through our website or online application we will keep your information on our website server for up to 12 months, after which it will be deleted.

Should you wish us to delete the Personal Information that we have on file for you, you can request deletion by emailing hello@associate-events.com from the Email address we have on file for you. That Email must include a phone number so that we can verify your identity before deleting your record. Such requests will normally result in deletion of your contact record in our wider systems and removal of any email subscriptions you hold with us.

CHANGES TO THE POLICY

Our goal is to keep this privacy policy up to date, however, we reserve the right, at our sole discretion, to modify, add or remove sections of this privacy policy at any time and any changes will be notified to you using the email address you have given us or by an announcement on the webpage available at the “Privacy Policy” link on the Sites. Your continued use of the Sites, following the posting of changes to this privacy policy, will mean you accept these changes.

YOUR RIGHTS AND CONTACTING US

You have the right to contact us and request full details of the personal information we have about you. We encourage you to keep your account information with us accurate and up to date and manage your preferences through the options provided when you are using our services.

If you believe your data is inaccurate or out of date you can contact us and request that it is updated. You can contact us and request that we restrict how we use you data or request that we delete your data. You may also contact us to object to us using your personal data.

If you would like a copy of the information we hold about you please write to:

The Data Protection Department, Coventry and Warwickshire Growth Hub,
The Old Clink
The Holloway
Warwick CV34 4SJ

We will respond within 30 days.

If you wish to make a complaint about how we have handled your data you can also contact our Data Protection Officer at the above address who will investigate your complaint.



If this does not resolve your issue you can complain to the Information Commissioners Office (ICO).