

## **AIMSE Europe Privacy Notice**

AIMSE Europe is committed to protecting and respecting your privacy. We take your privacy very seriously and we ask that you read this Privacy Notice carefully as it contains important information on:

- the personal data we collect about you;
- how we look after your personal data when you visit our website (regardless of where you visit from);
- with whom your personal data might be shared; and
- your privacy rights and how the law protects you.

### **WHO WE ARE**

AIMSE Europe Ltd is a private company, limited by guarantee, incorporated and registered in England and Wales with company number 8793604 and whose registered office is Chester House, 68 Chestergate, Macclesfield, SK11 6DY

This Privacy Notice is issued on behalf of the AIMSE Europe so when we mention “AIMSE”, “we”, “us” or “our” in this Privacy Notice, we are referring to AIMSE Europe Ltd who is responsible for processing your personal data.

AIMSE Europe is the controller and responsible for personal information obtained through our website – [www.aimseurope.com](http://www.aimseurope.com), by phone, email, in letters and other correspondence or in person.

### **PERSONAL DATA WHICH WE COLLECT**

#### Personal data provided by you

We collect personal data about you when you:

- Register as a Member;
- Renew your membership;
- Register for an Event;
- Contact us through our website;
- Apply for a post on our Council;
- Sign up to receive updates from us
- Complete customer feedback or surveys; or
- Participate in competitions or prize draws.

The personal data collected in the above manner will vary depending on the context of your interactions with us and the service and/or product that we are providing to you. It may include, but is not limited to, the following information about you:

- full name;
- postal address(es);
- email address(es);
- telephone number(s);
- payment details;
- reservation and/or booking details;
- information about the way you use our website

- image and/or voice captured through photography, filming, videotaping and/or audio recording.
- demographic data such as your date of birth, gender, educational background; job title; professional memberships; country;
- any other information which may be collected in the course of our interactions with you.

#### Special categories of personal data

The only special category personal data which we collect from you from time to time via our website is health information. For example, you may ask you to provide us with allergen information so that we can cater appropriately for you and/or access requirements so that we can facilitate appropriate access to the premises where we are operating. We will only collect that special category personal data with your explicit consent and only in relation to the specific event/course you are booking to attend. It will not be kept on file against your permanent profile.

#### Personal data provided by 3rd parties

We may receive information about you from other sources (such as event providers), which we will add to the information we already hold about you in order to help us improve how we provide our services to you.

#### Personal data about other individuals

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can:

- give consent on his/her behalf to the processing of his/her personal data;
- receive on his/her behalf any data protection notices;
- give consent to the transfer of his/her personal data outside the European Economic Area; and
- give consent to the processing of their special category personal data (further details relating to special category personal data is detailed below).

## **HOW WE USE YOUR PERSONAL DATA**

### Overview

We collect information about you so that we can:

- Identify you and manage your membership;
- Manage your event bookings and ensure that we can provide you with a personalised and memorable experience with us;
- Process any orders for Products and Services you make with us;
- Assist you with your queries in relation to our organisation;
- Review any applications for a post on Council that you submit to us;
- Review any papers, submissions, competition or prize draw entries;
- Conduct research, statistical analysis and behavioural analysis;
- Carry out customer profiling and analyse your purchasing preferences (although this is only ever done in an anonymised manner and will not identify you specifically.
- Detect and prevent fraud;
- Notify you of any changes to our website or to our services that may affect you; and
- improve our services.

In addition, we may directly collect analytics data, or use third-party analytics tools and services, to help us measure traffic and usage trends for the website service generally.

### Marketing

We would like to send you information by email about our products and services, competitions or prize draws and special offers which may be of interest to you. You can opt out at any time by using the unsubscribe function on each of our emails, by contacting us directly through the “*Contact Us*” section of our website or by emailing us directly at [admin@aimseeurope.com](mailto:admin@aimseeurope.com)

### **WHEN WE MIGHT SHARE YOUR DATA WITH THIRD PARTIES**

We do not, and will not, sell any of your personal data to any third party – including your name, address, email address or payment card information. We want to earn and maintain your trust, and we believe this is essential in order to do that.

As an essential part of being able to provide our services to you, we do share your data with the following categories of third parties:

- service providers that help us to get any purchases which you make through our website to you, such as delivery companies, payment service providers;
- service providers that help us to run our business such as event managers, event app providers, marketing agencies, website hosting providers, website developers, email and newsletter distributors;
- AIMSE Europe Advisory Council members that help us run our business
- professional advisers including lawyers, bankers, auditors and insurers who provide advice to us when we require it;
- law enforcement agencies in connection with any investigation to help prevent unlawful activity; and

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions. If you would like any more information about the third parties which we work with to provide our services to you, please contact us on the contact details provided later in this Privacy Notice.

### **LEGAL BASIS WE USE FOR PROCESSING YOUR INFORMATION**

The GDPR requires us to rely on one or more lawful bases to use your personal information. We consider the bases listed below to be relevant:

- necessary for the performance of a **contract** to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract – eg. Membership for all individuals linked to membership.
- **Legitimate Interest** – where individuals register to attend an event or lapsed member contacts

### **HOW WE KEEP YOUR PERSONAL DATA SECURE**

To protect your information we have policies and procedures in place to make sure that only authorised personnel can access the information, that information is

handled and stored in a secure and sensible manner, and all systems that can access the information have the necessary security measures in place. All employees, contractors and sub-contractors receive the necessary training and resources to ensure they understand their responsibilities in relation to all of our policies and procedures.

In addition to these operational measures we also use a range of technologies and security systems to reinforce the policies and procedures, including ensuring that:

- access to personal data is strictly restricted to those employees who need to access this information as part of their role;
- we store your personal data on secure servers and unauthorised external access to personal data is prevented through the use of a firewall;
- information used for reporting and/or customer profiling purposes is anonymised (so that it does not identify you);
- we store your personal data on secure servers;

### **HOW LONG WE KEEP YOUR PERSONAL DATA FOR**

We shall only retain your information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

If you would like more information about how long we retain specific types of your information, please contact us on the contact details provided later in this Privacy Notice.

### **TRANSFERS OF YOUR DATA OUTSIDE THE EEA**

All information you provide is stored on our secure servers within the European Economic Area (“EEA”). If any data that we collect from you is transferred to, or stored at, a destination outside the EEA at any time, this will be on the basis that there is a level of data protection that is equivalent to that in the EU, or where safeguards have been put in place e.g. EU model clauses.

### **YOUR RIGHTS**

#### The right to access information we hold about you

At any point you can contact us to request the information we hold about you as well as why we have that information, who has access to the information and where we got the information. Once we have received your request we will respond within 30 days.

#### The right to correct and update the information we hold about you

If the information we hold about you is out of date, incomplete or incorrect, you can inform us and we will ensure that it is updated or you can log into the members area and update your details and preferences.

#### The right to have your information erased

If you feel that we should no longer be using your information or that we are illegally using your information, you can request that we erase the information we hold. When

we receive your request, we will confirm whether the information has been deleted or tell you the reason why it cannot be deleted.

#### The right to object to processing of your information

You have the right to request that we stop processing your information. Upon receiving the request, we will contact you to tell you if we are able to comply or if we have legitimate grounds to continue. If data is no longer processed, we may continue to hold your information to comply with your other rights.

#### The right to ask us to stop contacting you with direct marketing

You have the right to request that we stop contacting you with direct marketing that is outside what is considered reasonable for a membership body to offer member benefits and to ensure good governance of the membership body.

#### The right to data portability

You have the right to request that we transfer your information to another controller. Once we have received your request, we will comply where it is feasible to do so. For your security we may need to verify your identity before we process your instructions above.

## **COOKIES AND TRACKING**

### Use of cookies

A cookie is a small text file which is placed onto your device when you access our website. We use cookies on this website to:

- recognise you whenever you visit this website (this speeds up your access to the website as you do not have to log in each time);
- obtain information about your preferences, online movements and use of the internet;
- carry out research and statistical analysis to help improve our content, products and services and to help us better understand our customer requirements and interests; and
- make your online experience more efficient and enjoyable.

In most cases we will need your consent in order to use cookies on this website. The exception is where the cookie is essential in order for us to provide you with a product or service you have requested.

### Consent to cookies

If you visit our website when your browser is set to accept cookies, we will interpret this as an indication that you consent to our use of cookies and other similar technologies as described in this Privacy Notice. If you change your mind in the future about letting us use cookies, you can modify the settings of your browser to reject cookies or disable cookies completely.

### Turning off cookies

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of our website. For further information about cookies and how to disable them please go to the Information Commissioner's webpage on cookies: <https://ico.org.uk/for-the-public/online/cookies/>.

## **TAKE CARE WHEN LINKING TO OUR SOCIAL MEDIA SITES**

Our website provides links to our social media sites. Once on any of these social media sites, please take care if you choose to post any information as this will be on a public domain and may be widely accessible. If you would like more information about how any information posted on these sites will be used, please read the sites' privacy notice carefully.

## **CONTACTING US**

If you have any queries about this Privacy Notice, need further information about how AIMSE Europe uses your personal data or wish to lodge a complaint, please contact us by any of the following means:

- phone us on: 01625 664536
- email us at: [admin@aimseeurope.com](mailto:admin@aimseeurope.com)
- write to us at: AIMSE Europe, Chester House, 68 Chester Gate, Macclesfield, SK11 6DY
- contact us using our "Contact us" page on the website.

You also have the right to lodge a complaint with the Information Commissioner's Office directly. Further information, including contact details, is available at <https://ico.org.uk>.

## **CHANGES TO THIS PRIVACY NOTICE**

We may change this Privacy Notice from time to time. You should check this Privacy Notice occasionally to ensure that you are aware of the most recent version that will apply each time you access the website.

Where we have made any changes to this Privacy Notice which affects the manner in which we use your personal data, we will contact you by email to inform you of this change.

This Privacy Notice was last updated on 25 May 2018

**Disclaimer:** The information provided is for general guidance only, it is not legal advice and KSAM / Kingston Smith Group cannot be legally liable for any decisions made by the Board on the basis of the information provided.