

## INTRODUCTION

Welcome to Victoria Business Improvement District's ("Victoria BID's") privacy notice.

Victoria BID respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after any personal data we collect from you or that you provide to us and tell you about your privacy rights and how the law protects you.

### 1. Important information and who we are

- 1.1. This privacy notice sets out the basis on which we will process any personal data we collect from you, or that you provide to us.
- 1.2. It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them. For the purpose of applicable data protection legislation we are the data controller of the data that you provide to us.
- 1.3. Victoria BID is the controller and responsible for your personal data (referred to as "we", "us" or "our" in this privacy notice).
- 1.4. We have appointed a Data Protection Manager who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the Data Protection Manager using the details set out below.
- 1.5. Contact details

Our full details are:

Full name of legal entity:	Victoria Business Improvement District
ICO Registration Number:	Z2532827
Name or title of Data Protection Manager:	Katherine Fleming
Email address:	katherine.fleming@victoriabid.co.uk
Postal address:	54 Wilton Road, London SW1V 1DE
Telephone number:	0203 004 0786

### 2. Complaints

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

### 3. Changes to the privacy notice and your duty to inform us of changes

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

### 4. Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

### 5. The data we collect about you

- 5.1. Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).
- 5.2. The personal data we collect includes but is not limited to: name, email address, postal address, telephone number, the company you work for, job title, the industry you work in and bank account information/transaction details (the latter only for the purposes of paying invoices).
- 5.3. We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose when you access our website. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.
- 5.4. We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

### 6. If you fail to provide personal data

- 6.1. Where we need to collect personal data by law, or under the terms of a contract we have with you or are trying to enter into with you (for example, to provide you with goods or services) and you fail to provide that data when requested, we may not be able to perform the contract we have. In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

### 7. How is your personal data collected?

We use different methods to collect data from and about you including through:

- 7.1. **Direct interactions** - you may give us your data corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - 7.1.1. apply for or make enquiries to us about our operations, projects or services;

7.1.2. attend Victoria BID events;

7.1.3. subscribe to our newsletter, privilege cards or emergency notifications;

7.2. **Automated technologies or interactions** – we may collect aggregated data such as statistical data when you access our website.

7.3. **Providers of technical, payment and delivery services** who during the course of their work need to provide us with your contact, financial and transaction data from.

7.4. **Publicly available sources** such as Companies House, websites and social media platforms that hold your identity and contact data.

## 8. How we use your personal data

8.1. We will use your personal information:

8.1.1. To register you and contact you after you have registered your interest with our organisation

8.1.2. To provide you with services or information you have requested

8.1.3. To contact you regarding projects and services that might be of interest to you and your organisation as members of the Victoria BID

8.1.4. To maintain our own accounts and records

8.1.5. To ensure payment of any Business Improvement District Levy owed to us by your organisation

8.1.6. To facilitate voting by eligible businesses in the BID ballot process

8.1.6 To obtain survey results or request feedback on our services

## 9. Our lawful basis for processing

9.1. We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

9.1.1. Where we need to perform the contract we are about to enter into or have entered into with you (Article 6(1)(b) UK GDPR).

9.1.2. Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests (Article 6(1)(f) UK GDPR).

9.1.3. Where we need to comply with a legal or regulatory obligation (Article 6(1)(c) UK GDPR).

9.2. Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

9.3. Note that we may process your personal data for more than one lawful basis depending on the specific purpose for which we are using your data. Please contact us if you need details about

the specific legal basis we are relying on to process your personal data where more than one basis has been set out in the table below.

## 10. Marketing

- 10.1. We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We have established the following personal data control mechanisms.
- 10.2. We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing) You will receive marketing communications from us if you have registered online for our newsletters or otherwise requested that you are added to the mailing list for them.
- 10.3. Opting out - you can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.
- 10.4. Cookies - you can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please contact us to request our cookies policy.
- 10.5. Change of purpose - we will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## 11. Disclosures of your personal data

- 11.1. We only disclose your personal data to third parties for the purposes set out in paragraph 8. We require all third parties to respect the security of your personal data, to treat it in accordance with the law and only process it in accordance with our instructions.
- 11.2. Internal third parties are:
  - 11.2.1. The Northbank, Victoria Westminster and Whitehall Business Improvement Districts due to the fact that these are managed by the same executive team as Victoria BID.
- 11.3. External third parties are:
  - 11.3.1. Eventbrite
  - 11.3.2. Mailchimp
  - 11.3.3. Survey monkey

- 11.3.4 Vicinity
  - 11.3.5 Yudu
  - 11.3.6 Westminster City Council
  - 11.3.7 The Welcome People (providers of our Ambassador & Security Team)
  - 11.3.8 Various consultants appointed on a project-by-project basis
- 11.4 Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

## 12. International transfers

- 12.1. We transfer your personal data outside the European Economic Area (EEA) as some of our data is hosted on US servers, so the processing of data by these external third parties will involve a transfer of data outside the EEA.
- 12.2. Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring that international data transfer agreements are in place.
- 12.3. We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see European Commission: Adequacy of the protection of personal data in non-EU countries.
- 12.4. Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

## 13. Data security

- 13.1. We have put in place appropriate security measures (encrypted storage and access controls) to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and will do so in accordance with all relevant legislation.
- 13.2. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 14. Data retention

- 14.1. We will only retain your personal data 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.
- 14.2. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data

and whether we can achieve those purposes through other means, and the applicable legal requirements.

- 14.3. Details of retention periods for different aspects of your personal data are available on request by contacting us.
- 14.4. In some circumstances you can ask us to delete your data: see Request erasure below for further information.
- 14.5. In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## 15. Your legal rights

- 15.1. Under certain circumstances, you have rights under data protection laws in relation to your personal data.
  - 15.1.1. Request access to your personal data (commonly known as a 'data subject access request'). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
  - 15.1.2. Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
  - 15.1.3. Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
  - 15.1.4. Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
  - 15.1.5. Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
  - 15.1.6. Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- 15.1.7. Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.
- 15.2 If you wish to exercise any of the rights set out above, please contact us at [henry.johnstone@victoriabid.co.uk](mailto:henry.johnstone@victoriabid.co.uk) or in writing at the office address at the beginning of this policy document.
- 15.3 You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.
- 15.4 We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.
- 15.4 We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## 16. Glossary

### 16.1. Lawful Basis

- 16.1.1. “Legitimate Interest” means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.
- 16.1.2. “Performance of Contract” means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- 16.1.3. “Comply with a legal or regulatory obligation” means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.