

Penrith Business Improvement District | Privacy Policy

At Penrith Business Improvement District we are committed to protecting your personal data. This privacy policy explains how we handle the personal data which we hold including the personal data which we collect when you use our websites. It also explains your privacy rights and how the law protects you including how we comply with the General Data Protection Regulation (“GDPR”) and other related legislation which relates to the use of personal data.

Additional information may be provided on particular pages of this website for example, on any specific pages where we collect personal data and you should also refer to those.

WHO WE ARE

Penrith Business Improvement District (BID) is an independent, not-for-profit, business-led company set up with the aim of improving Penrith town centre as a place to work, live and visit. We have been voted in by the Penrith BID area business community to enhance their operating environment through a variety of projects, events and business support initiatives. We promote Penrith as a great place to live and a great place to visit. We are funded through our business levy and additional revenue streams.

HOW TO CONTACT US

For the purposes of this website and the information collected through it, Penrith BID Company Ltd., trading as Penrith BID, is a data controller and is responsible for your personal data. If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact us, using the following details:

Penrith BID
Ullswater House, Duke Street
Penrith , Cumbria CA11 7LY
Tel: 01768 555100
Email: admin@penrithbid.co.uk

You have the right to make a complaint to the Information Commissioner’s Office (ICO) which is the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, like the opportunity to assist you with any concerns before you approach the ICO so please contact us in the first instance using the details above.

WHAT INFORMATION IS BEING COLLECTED AND HOW?

We collect your personal data through opt-in forms on our websites (www.penrithbid.co.uk and www.discoverpenrith.co.uk) or through correspondence such by phone, email, social media or otherwise. Any personal details you knowingly provide us include name, address, company details, telephone number and email address.

‘Personal information’ you provide us with is defined as ‘name, address, company details, telephone number, email addresses, social media links, levy money and business summary’ only.

All personal information supplied and held on our databases is used solely for the purpose it was originally

intended for.

THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. For example, we provide links to our social media pages. 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 policies. You should read any policies and other statements on such websites carefully.

DATA SECURITY

We take reasonable technical and organisational precautions and security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We also limit access to your personal data to those employees, contractors and other third parties who have a business need to know it. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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.

TRANSFERS OF DATA OUTSIDE THE EU

Your personal data is not generally transferred outside of the EU, however as part of our use of online providers, such as Dropbox for document storage, your personal data may be electronically transferred and stored by online providers who operate from countries outside of the EU, including the US. Whenever we transfer your personal data out of the EU, we ensure that a similar degree of protection is afforded to it by ensuring that at least one of the safeguards permitted by law is in place. For example, in relation to transfers to the US, the U.S. Department of Commerce operates the Privacy Shield which is deemed by the European Commission to be an adequate mechanism to enable data transfers. Dropbox is self-certified under the Privacy Shield program, and therefore as a participant it is required to provide certain standards of protection to personal data shared between Europe and the US.

HOW WE WILL USE YOUR DATA

We will use your data to:

- Conduct our core business functions.
- Keep you informed of BID related business news.
- Send promotional emails beneficial to the business community regarding events, offers, products and services within Penrith and Cumbria.

WHO WE WILL SHARE YOUR DATA WITH

We employ an Administrator/Manager who works for us on an annual consultancy contract. The Administrator/Manager is responsible for the maintenance of your personal information. They are the Data Processor and we have a contract in place stating the work we require them to do.

We will not share personal data with third-party organisations without prior consent.

HOW LONG WILL WE STORE YOUR DATA?

In accordance with Data Protection Law, we will only store this information for as long as the original purpose dictates.

EXERCISING YOUR RIGHTS

You will not have to pay a fee to access your personal data (or to exercise any 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.

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 personal data is not disclosed to a person who has no right to receive it. We may also contact you to ask you to clarify your request to speed up our response.

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 which case we will keep you updated.

CONTROLLING YOUR PERSONAL DATA

Quality assurance is achieved on GDPR compliance through regular reviews and the deletion of expired data as well as opt-out options on our marketing communications.

If you've signed up for email alerts, you can unsubscribe or change your settings at any time by selecting the 'unsubscribe' link in our emails.

If you would like to request access to any personal data relating to you that we hold, want any of your information updating / correcting or you would like to be removed from our database completely, please contact us at the address shown above.