



## Privacy Notice

### 1. About us

This privacy notice explains how BIAC (**we** or **us**) collects, stores and uses your personal information. We are the data controller of your personal information, which means information that is about you or from which we can identify you.

If you have any queries about this privacy notice or wish to exercise any of the rights mentioned in it, please contact Victoria Bywater who is responsible for data protection within BIAC via email at [victoria@biac.co.uk](mailto:victoria@biac.co.uk)

### 2. Collecting your personal data

We use personal information about you in the following ways:

- to consider and assess your application for membership with us;
- to manage and administer your membership account with us;
- to provide you with information that you ask us for and notify you about changes to our services;
- to provide you with information about our events and other events and/or competitions we offer that we think you may be interested in;
- to provide you with information about other services we offer that we think you may be interested in;
- updating and enhancing database records;
- to improve our website to ensure that content is presented in the most effective manner for you and for your computer; and
- to keep our website safe and secure.

### 3. Do you have to provide your personal information to us?

If you do not provide us with the personal information we need, we may be unable to provide you with our services. Your personal information is required before you can enter into a contract with us, or it is required during the life of that contract.

### 4. Where do we collect your personal information from?

We will generally collect your personal information directly from you.

### 5. What personal information do we collect?

The Farm Office | Redend Farm | Station  
Road | Pilning | Bristol | BS35 4JW



01275 375 559



info@biac.co.uk



www.biac.co.uk

We collect the following information in relation to our services:

- Your title, full name, your contact details, including for instance your email address, home and mobile telephone numbers;
- Your correspondence address;
- The company you work for (if applicable).

## 6. Keeping in contact with you

We may use your correspondence address, phone numbers and email address to provide you with important information about the service that we are providing to you.

In addition, we may use your contact details to contact you to provide you with marketing information about our other services which may be of interest to you. You will have the opportunity to opt out of receiving such marketing information when you first provide your details to us, and you can change your mind at any time by contacting BIAC.

## 7. What are our legal grounds for collecting and using your personal data?

Data protection laws require us to explain our legal grounds for processing your personal information. We use the term processing to describe everything we do with your personal information from its collection, right through to its destruction or deletion. This includes sharing your data with other organisations.

The legal grounds that are relevant to us are:

- Processing which is necessary to perform our contract with you or for taking steps prior to entering into it. We use these grounds for:
  - a) administering and managing your membership account and updating your records;
- Processing which is necessary for our own legitimate interests where these interests are not outweighed by any prejudice to your rights and freedoms. We use this grounds for:
  - (a) administering and managing your accounts and updating your records



- (b) to test the performance of our internal processes;
- (c) to supply services to our members and non-members;
- (d) for management and audit of our business operations;
- (e) to carry out monitoring and to keep records;
- (f) for market research and analysis and developing statistics;
- (g) to promote, market and advertise our services;
- (h) for direct marketing communications.

- Processing with your **consent**. We use this grounds for;

- (a) In certain circumstances we may request that you provide your consent to enable us to process your personal information such as booking flights for courses
- (b) administering and managing your accounts and updating your records
- (c) to test the performance of our internal processes;
- (d) for management and audit of our business operations;
- (e) to carry out monitoring and to keep records;
- (f) for market research and analysis and developing statistics;
- (g) to promote, market and advertise our services;
- (h) for direct marketing communications.

#### **8. How and when can you withdraw your consent?**

As we explain above, much of what we do with your personal information is not based on your consent. Instead, it is based on other legal grounds. For processing that is based on your consent, you have the right to withdraw your consent at any time. You can do this by contacting us using the details above.

The consequence of withdrawing your consent might be that we cannot send you some marketing communications.

#### **9. Who do we share your personal information with?**

Depending on the circumstances, we may share your personal information with;

- (a) Our website provider (Webglu Limited Unit C, Purn House Farm, Purn Way, Bleadon, North Somerset BS24 0QE)

#### **10. Is your personal information transferred outside the European Economic Area?**

We are based in the UK and your personal information is stored within the European Economic Area (EEA). We do not transfer your personal information outside the EEA other than in exceptional circumstances.

#### **11. Keeping your personal information secure**

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We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## 12. What should you do if your personal information changes?

If your personal information changes you should tell us without delay so that we can update our records. The contact details for this purpose are Victoria Bywater email at [victoria@biac.co.uk](mailto:victoria@biac.co.uk).

## 13. For how long is your personal information retained by us?

We will generally hold your information for one year after ceasing membership.

In some circumstances we may keep your information for longer than this, for instance where we are required by law to do so, or where we need to retain your information to defend or exercise our legal rights. We may also retain transactional history for statistical research and reporting reasons.

## 14. Your rights

Under data protection laws, you have the following rights. If you wish to exercise any of these rights, please contact Victoria Bywater via email at [victoria@biac.co.uk](mailto:victoria@biac.co.uk). We will aim to respond within one month. There is no fee for making a request. Please note that not all of these rights will apply to all of your personal information.

- **The right to be informed** – we have to be transparent with you about the processing that we do with your



personal information. This is why we have a privacy notice.

- The right to ask us to **correct your personal information if it is inaccurate** and to have **incomplete personal information completed**. If we have disclosed the personal information in question to other organisations, we must inform them of the correction where possible.
- The right to **object to our processing** of your personal information where it is based on our legitimate interests, where it is processed for direct marketing or where it is processed for the purposes of statistics. Your right to object may be relevant if you wish to find out more about what legitimate interests we rely on (they are listed in our privacy notice).
- The right to **restrict processing** of your personal information in certain circumstances.
- The right to ask us to **have your personal information erased**. This right is not absolute – it applies only in particular circumstances and, where it does not apply, we will tell you. We will not be able to comply if we are required to keep your personal information in order to comply with a legal obligation or to exercise or defend legal claims.
- The right to **request access to the personal information held about you**. This is often described as a Subject Access Request.
- The right to ask for your personal information in a reusable format (known as the **right to data portability**). This right only applies where personal information is being processed based on your consent or for performance of a contract and is carried out by automated means. This is separate to a Subject Access Request.

If you are unhappy with the way that we are handling your personal information, please contact our Data Protection Officer in the first instance and we will try to resolve your complaint. However, you do also have the right to complain to the Information Commissioner's Office, which is the regulator for data protection laws: <https://ico.org.uk/>