

Southside BID's privacy policy is designed to conform to 1998 Data Protection Act and from the 25 May 2018 the General Data Protection Regulation (GDPR) (EU) 2016/679. As part of this you have a number of rights:

- The right to be informed about how Southside BID will use your personal data
- The right to access a copy of any personal data Southside BID holds about you
- The right to have personal data rectified if it is inaccurate or incomplete
- The right to request the deletion or removal of personal data
- The rights to restrict and object to processing of personal data
- The right to obtain and reuse your personal data for your own purposes
- Rights in relation to automated decision making and profiling
- The right to withdraw your consent for the processing of your personal data
- The right to lodge a complaint with Southside BID and/or the Information Commissioner's Office

The following policy statement details how your rights are protected:

1. Southside BID's use of data is governed by the 1998 Data Protection Act and as of the 25 May 2018 the General Data Protection Regulation (GDPR) (EU) 2016/679 (Registration Number Z7647312, 17 February 2003).
2. Southside BID's registered Data Controller is Julia Robinson (BID Manager) and for any personal data related requests such as data access, deletion or withdrawal of consent please contact **information@southsidebid.co.uk**
3. To lodge a complaint Southside BID has a dedicated complaints policy.
4. During your use of this website - that is, web sites that are hosted by Southside BID on the infrastructure provided to us by Nettle Ltd - you may be asked for your full name, address, email address, job-title, organisational affiliation, and daytime/evening/mobile telephone numbers, all of which is "Personal Information".
5. Your Personal Information will be used for the following purposes.
 - i. To enable you to register for Southside BID events, including the Southside BID AGM.
 - ii. To enable Southside BID to contact you, with your consent, by email, post, or telephone on Southside BID -related matters.
 - iii. To enable you to apply for or renew your membership of Southside BID.
 - iv. To enable us to fulfil our obligations to you as an Southside BID member
 - v. To enable you to take part in Southside BID activities.
 - vi. To enable us to continue, maintain and develop this web site.
6. Southside BID may provide the functionality for you to provide additional personal information and additional communication preferences as part of, but not limited to, Southside BID Members Groups and event websites. The inclusion of this information will always be at your discretion and control.
7. Southside BID is required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 7 years after which time it will be destroyed. Data collected via Google Analytics is retained for 38 months.
8. If you use this site to send Southside BID Personal Information ALT will not sell your details to anyone. We will not give your details to any third party without your agreement unless the

third party is contracted by us to provide services that are part of the overall Southside BID service offering. Any organisation we have contracted to provide data processing services has access to Southside BID personal information and has warranted that to the extent it processes any Personal Information on behalf of Southside BID it:

- i. shall act only on instructions from us as the data controller; and
 - ii. has in place appropriate technical and organisational security measures against unauthorised or unlawful processing of Personal Information and against accidental loss or destruction of, or damage to, Personal Information.
9. This site is not itself equipped to collect or store credit or debit card details. Instead this process is handled on our behalf by PayPal Inc., whose services are covered by [PayPal Inc.'s Privacy Policies](#).
10. Our web-hosting company and Google Analytics has the facility to monitor and record connections to and from the Southside BID website. The monitoring data that our ISP collects includes browser type, domain names, traffic volumes, temporal data, IP information, and data posted from web-forms, other than from forms provided to us by PayPal Inc. If you use the "Do Not Track" feature in your web browser your data will not be sent to Google Analytics.
11. In case of queries please [contact us](#).

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