

# Cariad Communications Privacy Policy

This is the privacy policy for Cariad Communications only.

We use your data for many reasons from understanding how our users engage with our website to informing our communications and marketing. Ultimately, this allows us to provide the content you see on this website.

## SECTION 1: THE INFORMATION WE COLLECT

We may collect the following personal information:

- full name;
- email address;
- business and/or personal phone number;
- business address and/or personal address;
- job title and company name;
- gender;
- date of birth;
- IP address;
- financial information (for example credit card or bank details for events or membership);

## SECTION 2: HOW WE USE INFORMATION YOU PROVIDE TO US.

By providing your personal information to us, you acknowledge that we may use it in the ways set out in this privacy policy. We may provide you with further notices highlighting certain uses we wish to make of your personal information. We may also give you the ability to opt-in or opt-out of selected uses such as electronic marketing communications when we collect your personal information.

We use your personal information for a number of different purposes. Under data protection law, for each purpose we must be able to rely on a lawful basis for processing your personal information. The lawful basis that we may rely on are:

## CUSTOMERS AND SUBSCRIBERS

- Purpose: customer administration, and providing you with membership benefits. Lawful basis: to fulfil our contract with you
- Purpose: to market products and services related to your membership; political education and influence. Lawful basis: our legitimate interests as a political society

## FORMER CUSTOMERS

- Purpose: to market products and services. Lawful basis: our legitimate interests as a political society
- Purpose: political education and influence. Lawful basis: Your consent.
- Purpose: retaining historic membership data. Lawful basis: archiving for research.

## PEOPLE WHO ATTEND OR REGISTER FOR EVENTS

- Purpose: for the administration of events. Lawful basis: to fulfil our contract with you and our legitimate interests as a political society.
- Purpose: marketing of future related events. Lawful basis: our legitimate interests as a political society

## PEOPLE WHO SUBSCRIBE TO OUR COMMUNICATIONS

- Purpose: for marketing of events, political education and influence. Lawful basis: Your consent.

From time to time we may need to make changes to this privacy policy, for example, as the result of government regulation, new technologies, or other developments in data protection laws or privacy generally. You should check Cariad Communications website periodically to view the most up to date privacy policy.

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

Electronic communication that constitutes direct marketing is sent on the basis of your consent to receive communications from us. You can opt-out of electronic communications that constitute direct marketing at any time.

Any sensitive data about you is used in the course of our legitimate activities as a political society (and with appropriate safeguards).

### **SECTION 3: HOW WE COLLECT YOUR INFORMATION.**

We may collect your non-sensitive personal and sensitive personal information:

- face-to-face (directly from you);
- by telephone;
- by email;
- via our website (including through the use of cookies)
- via membership forms (submitted directly by you);
- via various event registration and attendance forms;
- via direct debit forms and expenses claim forms;
- via surveys sent or commissioned by Fabian Womens Network;
- from survey data collected through third party surveys;
- via an individual at your organisation who is responsible for registering all applicable employees as members;
- from individuals or colleagues who have registered you for an event;
- from event organisers, exhibitors and any other such third parties who are involved in organising or contributing to Cariad Communications events and/or conferences;
- from third parties to verify your identity and the accuracy of the information you have provided;
- from publicly available sources including but not limited to internet search engines, public records and registers and social media (e.g. LinkedIn and Twitter);
- from third parties including but not limited to public affairs agencies and industry databases that maintain information on professional stakeholders (journalists, politicians etc)

## **SECTION 4: HOW LONG WE KEEP YOUR INFORMATION**

We only keep your personal information for as long as is reasonably necessary to fulfil the relevant purposes described in this privacy policy or if required by law we may keep your information for longer. How long we need your personal data depends on what we are using it for, as set out in this privacy policy.

If we no longer need your data, we will delete it or make it anonymous by removing all details that identify you. If we have asked for your permission to process your personal data and we have no other lawful grounds to continue with that processing, and you withdraw your permission, we will delete your personal data. However, when you unsubscribe from marketing communications, we will keep your email address to ensure that we do not send you any marketing in future.

## **SECTION 5: YOUR PRIVACY AND DATA PROTECTION RIGHTS**

You have a number of rights with regard to the personal data that we hold about you and you can contact us with regard to the following rights in relation to your personal data:

- You have the right to receive a copy of the personal data we hold about you
- You have the right to correct the personal data we hold about you
- Where applicable, you may also have a right to receive a machine-readable copy of your personal data
- You also have the right to ask us to delete your personal data or restrict how it is used, consistent with the GDPR. There may be exceptions to the right to erasure for specific legal reasons which, if applicable, we will set out for you in response to your request
- Where applicable, you have the right to object to processing of your personal data for certain purposes
- Where you have provided us with consent to use your personal data, you can withdraw this at any time
- If you do not want us to use your personal data for marketing analysis.

Under certain conditions, you may also have the right to require us to:

- delete any personal information that we no longer have a legal ground to rely on;
- where processing is based on consent, to withdraw your consent so that we stop that particular processing;

- object to any processing based on the legal ground of legitimate interests unless our reason for undertaking that processing outweighs any prejudice to your data protection rights;
- provide you or another provider with a copy of your personal information that you provided us with; and
- restrict how we use your personal information whilst a complaint is being investigated.

If you contact us to exercise any of these rights we will confirm your right to do so and respond in most cases within 30 days.