

Solihull BID

Privacy Policy for
BID Card data

Introduction

This policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users and Solihull BID.

Furthermore, the way Solihull BID processes, stores and protects user data and information in relation to the BID Card scheme will also be detailed within this policy.

Solihull BID

Solihull BID takes a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its subscribers. Solihull BID complies with all UK national laws and requirements for user privacy.

Should subscribers wish to be no longer contacted by Solihull BID in relation to the BID Card promotions and Solihull BID specific events they can request to be removed from the distribution lists and have their contact details permanently deleted.

Personal information

Solihull BID in conjunction with the businesses located within the BID area offer a discount service for all employees within the Solihull BID area. This offer is for BID employees only and therefore proof of entitlement is required prior to being registered for and issued with a BID Employee Discount Card. To ensure that you are an employee in the prescribed area we require you to provide personal information (name, business address, email address, proof of employment etc.). We will use this information to process your application and administer the BID Card scheme, client databases and marketing material.

Under the new General Data Protection Regulations (GDPR) Solihull BID are processing your data under the following conditions:

Condition 2 – Contractual.

Article 6(1)(b) gives Solihull BID a lawful basis for processing where:

“processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract”

In this case to ensure that only those that are legitimately entitled to receive the BID Card Solihull BID need to process your personal data.

Condition 1 – Consent.

By applying for a BID Card you understand that there is a need to process your personal data and you therefore consent to this processing. However, to ensure that we are dealing with your personal data responsibly once we have successfully registered you for a BID Card we will contact you by the email address provided to ascertain if you wish to receive correspondence relating to BID offers and activities. This is called explicit consent. If you do not wish to have contact it will not affect your entitlement to the BID Card.

We will ensure that all personal information supplied is held securely in accordance with the Data Protection Act 2017.

You have the right at any time to request a copy of the personal information we hold on you. Should you wish to receive a copy of this, or would like to be removed from our database, please contact us at datacontroller@solihullbid.co.uk.

Information collection and use

How do we collect information?

Solihull BID collects information in two possible ways:

a. When you directly give it to us (“Directly Provided Data”)

When you contact Solihull BID by email requesting that you be registered for a BID Card you provide Solihull BID with the necessary confirmation information to allow for registration. All this information requires a direct action by you at that time in order for us to receive it.

b. When you give us permission to obtain from your employer (“User Authorised Data”)

When a representative from your business requests BID Cards for new starters or bulk new subscribers on your behalf.

How long do we keep your data for?

Solihull BID will not retain your personal information longer than necessary. We will hold onto the information you provide either while your account is in existence, or as needed to be able to provide the Services to you. All data collected is held locally on the Solihull BID server, the BID Card app as well as by Mailchimp, email addresses, and names only in their case.

If legally required or if it is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our Terms and Conditions, we may also retain some of your information for a limited period of time as required, even after you have closed your account or it is no longer needed to provide the Services to you.

Registration forms

Solihull BID will not sell or rent your personally identifiable information, gathered as a result of registering for a BID Card, to anyone.

Choosing how we use your data

We understand that you trust us with your personal information and we are committed to ensuring you can manage the privacy and security of your personal information yourself.

With respect to the information relating to you that ends up in our possession, and recognising that it is your choice to provide us with your personally identifiable information, we commit to giving you the ability to do all of the following:

- You can verify the details you have submitted to Solihull BID by contacting our Data Controller on datacontroller@solihullbid.co.uk Our security procedures mean that we may request proof of identity before we reveal information, including your e-mail address and possibly your business address.
- You can also contact us by the same method to change, correct, or delete your personal information controlled by Solihull BID regarding your profile at any time. Please note though that, if you have shared any information with others through social media channels, that information may remain visible, even if your account is deleted.
- You are also free to cancel your subscription by the same contact method, you will also need to delete the BID Card app from your mobile device if you have downloaded it. If you do so, your account will be deactivated. However, we may retain archived copies of your information as required by law or for legitimate business purposes (including to help address fraud and spam).
- You can always feel free to update us on your details at any point by the same contact method or by emailing any changes to info@solihullbid.co.uk
- You can unsubscribe from receiving marketing emails from us by clicking the “unsubscribe” link at the bottom of any email. Once you do this, you will no longer receive any emails from us.
- You can request a readable copy of the personal data we hold on you at any time. To do this, please contact us on datacontroller@solihullbid.co.uk
- Solihull BID will process your personal data in line with the Data Protection Act 2017. However, if you are unhappy with the way we have

processed your data please contact our Data Controller:
datacontroller@solihullbid.co.uk

- You also have the right to complain to the Information Commissioners Office: <https://ico.org.uk/for-the-public/>

Please note, we are constantly reviewing how we process and protect data. Therefore, changes to our policy may occur at any time. We will endeavour to publicise any changes.