

NAFAS Cheshire Privacy Policy

1. INTRODUCTION

This privacy notice provides you with details of how we collect and process your personal data through your use of our site <https://www.nafascheshire.org.uk/>

By providing us with your data, you warrant to us that you are over 13 years of age.

NAFAS (National Association of Flower Arranging Societies) Cheshire volunteers are the data controllers and are responsible for your personal data (referred to as “we” in this privacy notice).

Contact Details

Our full details are:

Full name of legal entity: NAFAS Cheshire (Free-to-use website, with content provided by volunteers, to keep members informed about NAFAS news, events or talks, offer flower arranging guides and equipment/assets in order to produce designs and arrangements etc.)

Email address: (Area Secretary) secretary@nafascheshire.org.uk

Postal address: (NAFAS Headquarters) Osborne House, 12 Devonshire Square, London. EC1M 4TE

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at secretary@nafascheshire.org.uk

2. WHAT DATA DO WE COLLECT ABOUT YOU, FOR WHAT PURPOSE AND ON WHAT GROUND WE PROCESS IT

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We **may** process the following categories of personal data about you:

- **Communication Data** that includes any communication that you send to us whether that be through the contact or event submission forms on our website, through email, text, social media messaging, social media posting or any other communication that you send us. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.
- **Customer Data** If on occasions, any events or talks, require the purchase of tickets that includes data relating to any purchases of tickets such as your name, title, billing address, delivery address email address, phone number, contact details, purchase details and your card details. We and a ‘third party’ ticket selling website (if required) process this data to supply tickets you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.
- **User Data** that includes data about how you use our website together with any data that you post, email or submit for publication on our website or through other online services such as social media. We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back-ups of our website and/or databases and to enable publication and administration of our website and other online services. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our voluntary work.

- **Technical Data** that includes data about your use of our website and online services such as your IP address, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website. The source of this data is from the Google Analytics tracking system. We process this data to analyse your use of our website and other online services, to administer and protect our website, to deliver relevant website content and advertising to you and to understand the effectiveness of these. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and to grow our mailing list subscribers, website user numbers, and social media followers and to decide our marketing strategy.
- **Marketing Data** that includes data about your preferences in receiving marketing from us and our third parties and your communication preferences. We process this data to enable you to be informed about our society and partake in our events, to deliver relevant website content and advertisements to you and measure or understand the effectiveness of this advertising. Our lawful ground for this processing is our legitimate interests which in this case are to study how members use our products/services i.e. our design/equipment inventory, to develop them, to grow our mailing list subscribers, website user numbers and social media followers and to decide our marketing strategy.
- We may use Member Data, User Data, Technical Data and Marketing Data to deliver relevant website content and advertisements to you (including Facebook adverts or other display advertisements) and to measure or understand the effectiveness of the event promotions we serve you. Our lawful ground for this processing is legitimate interests which is to grow our user numbers and social media followers. We may also use such data to send other marketing communications to you. Our lawful ground for this processing is either consent or legitimate interests (namely to grow our mailing list subscribers, website user numbers and social media followers and to decide our marketing strategy).

Sensitive Data

We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver event tickets to you). If you don't provide us with the requested data, we may have to cancel a ticket you have purchased but if we do, we will notify you at the time.

We will only use your personal data for a purpose it was collected for or a reasonably compatible purpose if necessary. For more information on this please email us at secretary@nafascheshire.org.uk. In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

3. HOW WE COLLECT YOUR PERSONAL DATA

We may automatically collect certain data from you as you use our website by using cookies and similar technologies. Please see our cookie policy for more details about this: www.nafascheshire/documents/NAFAS-cookie-policy.pdf

We may receive data from third parties such as analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, such as search information providers such as Google based outside the EU, providers of technical, payment and delivery services, such as online ticket selling websites.

We may also receive data by direct mail or by hand, such as marketing materials (flyers and posters) to promote events, activities, clubs and societies.

4. MARKETING OR EVENT COMMUNICATIONS

Our lawful ground of processing your personal data to send you event/talks communications is either your consent or our legitimate interests (namely to grow our members, increase mailing list subscribers, event numbers, website user numbers and social media followers).

Under the Privacy and Electronic Communications Regulations, we may send you marketing communications from us if (i) you made a ticket purchase or asked for information from us about NAFAS Cheshire or (ii) you agreed to receive marketing communications and in each case you have not opted out of receiving such communications since. Under these regulations, if you are a limited company, we may send you marketing emails without your consent. However, you can still opt out of receiving marketing emails from us at any time.

Before we share your personal data with any third party for their own marketing purposes we will get your express consent.

You can ask us or third parties to stop sending you marketing messages at any time by emailing us at: secretary@nafascheshire.org.uk

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of transactions, such as ticket purchases.

5. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services.
- Our email / newsletter marketing company MailChimp is based outside the European Economic Area (EEA) (see section 6) so their processing of your personal data will involve a transfer of data outside the EEA. They also have their own Privacy Policy <https://mailchimp.com/legal/privacy/>

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

6. INTERNATIONAL TRANSFERS

We are subject to the provisions of the General Data Protection Regulations that protect your personal data. Where we transfer your data to third parties outside of the EEA, we will ensure that certain safeguards are in place to ensure a similar degree of security for your personal data. As such:

- We may transfer your personal data to countries that the European Commission have approved as providing an adequate level of protection for personal data by; or
- If we use US-based providers that are part of EU-US Privacy Shield, we may transfer data to them, as they have equivalent safeguards in place; or
- Where we use certain service providers who are established outside of the EEA, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give personal data the same protection it has in Europe.

If none of the above safeguards is available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this consent at any time.

7. DATA SECURITY

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We also allow access to your personal data only to those volunteers and members who have a need to know such data. They will only process your personal data on our instructions and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

8. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers.

In some circumstances we may anonymise your personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. YOUR LEGAL RIGHTS

Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please email us at secretary@nafascheshire.org.uk

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or 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 that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to 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 this case, we will notify you.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

10. THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. 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 statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

11. COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see www.nafascheshire/documents/NAFAS-cookie-policy.pdf

NB: The aboutcookies.org website has instructions for popular browsers on how you can delete and control the cookies that are stored on your computer.