



## Privacy Policy

**Effective:** 8 May 2018

This privacy policy describes how Norwich Business Improvement District Ltd (BID) the owner and provider of this website processes personal data in relation to your use of this website and services and systems (i.e. competition entries, subscribing to communications, registering for free Norwich BID WiFi, expressions of interest to projects, purchasing products or services etc.). This policy applies to our use of any and all data collected by us in relation to your use of this website and services or systems. In particular, it describes the types of personal data we collect in connection with the service, the purposes for which we collect personal data, the other parties with whom we may share it, and the measure we take to protect the security of data. It also tells you about your rights and choices with respect to your personal data, and how you can contact us to update your information or ask questions about our privacy policy.

Norwich Business Improvement District (BID) includes VisitNorwich, VisitNorwich App, Norwich the City of Stories, Norwich Cycle Parking and Free Norwich BID WiFi.

### Personal Data that may be Collected about You

We collect personal data in various ways described below. For the purpose of this privacy policy, Personal Data means any information relating to an identified or identifiable individual. Where applicable, we will indicate why personal data is collected.

- Personal data provided by you

We ask you to provide certain personal data (i.e. name, email address, phone number) when you sign up to our newsletter, blog, when you enter our competitions or you register interest in our projects and initiatives.

Personal data (name, email address, phone number and bank/card details) will also be collected when you purchase products or services (i.e. tickets for events).

Personal data will also be collected (via registration form, Twitter, Facebook and Instagram login) when registering for our services such as free Norwich BID city centre WiFi. If using social media to access this service we may collect certain profile information stored in your social media platform account, such as name gender, email address and interests.

If registering for one of our events we will collect personal data at the point of registration such as name, organisation and email address. The data is used for event registration and on the day event administration.

Personal data will also be collected for submission or expression of interest to one of our projects i.e. murals.

If applying for a volunteer position as a City Host, personal data will be collected as part of the application process. Data will be used for follow up purposes, for registration within the scheme, induction and for communication purposes regarding rota's and updates regarding the scheme.

If applying for a recruitment vacancy, personal data will be collected as part of the recruitment process. Data will be used for follow up purposes and notification of interview.

- Personal data obtained via automated means

When you use the service, we may collect certain information by automated means, such as cookies and similar technologies. Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website (via Google Analytics) and to better understand how you interact with our site and to compile statistical reports on website activity, therefore assisting us in improving the delivery of our services and to display more relevant content to you.

This website does not capture or store personal information via the use of cookies, however users IP addresses that are automatically recognised by the webserver are logged.

You can set your browser to remove or disable cookies by following your web browsers help file directions. If you do not accept cookies, however, you may not be able to use all sections, features and functions of our site.

## **How We May Use Your Personal Data**

We may use the personal data we obtain from or about you for a variety of purposes, including:

- To send communications about our services
- To send communications about promotions, events and competitions taking place within Norwich and the surrounding area
- To send communications about Norwich and the surrounding area
- To process and deliver orders for products and services
- To respond to your questions, queries or comments
- To provide you with the best user experience possible
- To communicate with you regarding updates to our services
- Otherwise, as described at the point of data collection and

- To monitor and analyse use of the services for the technical administration of the services

## How we Share Your Personal Data

We may disclose the personal data we collect about you as described below or otherwise disclosed to you at the time the data is collected, including with:

- Our service providers who perform services and process personal data on our behalf. Examples of our service providers include our ecommunication providers (mailchimp and campaign monitor), event registration (EventBrite), free Norwich BID city centre WiFi provider (Purple WiFi), payment processing (Stripe), Norwich Cycle Parking provider (Sekura-Byk).
- If we are required to disclose personal data about you by law or legal process, in response to a request from court, law enforcement authorities, or government officials, or when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity.
- Our website contains links to other websites and may include display adverts from a third party. This privacy policy only applies to this website and your interactions with those third-party services/websites are governed by the privacy policy of the third party providing it. We do not exercise control over third party websites, products or services. Other websites, products and services may place their own cookies or other files on your computer and/or collect data from you. When you link to other websites from our site we encourage you to read the privacy policies on the websites you visit.

## Your Rights and Choices

You have the right to:

- Opt out of collection and use of your personal data when we provide the service.
- Request access to and receive information about the personal data we hold about you, to update and correct inaccuracies in your personal data, to restrict or to object to the processing of your personal data, to have the information anonymised or deleted, as appropriate, or to exercise your right to data portability to easily transfer information to another company. If you would like further information or to see a copy of the personal information we hold about you please [email](#) or write to us at Norwich Business Improvement District, Unit 4.3, Floor 4, Kiln House, Pottergate, Norwich, NR2 1DX.
- Withdraw any consent you previously provided regarding the processing of your personal data, at any time. We will apply your preferences going forward and this will not affect the lawfulness of the processing before your consent withdrawal. If you no longer wish to receive communications from us, please follow any unsubscribe instructions within our communications to you or [email](#) us.

- If you request us to delete your personal information, we will delete such personal information within seven business days.

## **Data Security and Data Retention**

We maintain appropriate technical, administrative, and physical safeguards to protect personal data and other information disclosed or collected by us against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use. We review, monitor and evaluate our privacy practises and protections on a periodic basis. We are not responsible for any errors by individuals in submitting personal data to us.

Whilst we strive to protect your personal information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and we are not responsible for the theft, destruction or inadvertent disclosure of your personal information.

We also delete your personal data when it is no longer necessary for the purposes for which we process it.

## **Compromise of Personal Information**

In the event that personal information is compromised as a result of a breach of security, Norwich BID will promptly notify those persons whose personal information has been compromised, in accordance with the notification procedures set out in this privacy policy or as required by appropriate law. In the event of such compromises of personal data we will provide you with such notice by sending an email to the email address you have supplied to us.

## **Notification Procedures**

We will provide notifications, whether such notifications are required by law or are for other business related purposes, to you via email notice, written or hard copy notice, or through posting of such notice our site, as determined by Norwich BID in its sole discretion. We reserve the right to determine the form and means of providing notifications to you, provided that you may opt out of certain means of motivation as described in this privacy policy.

## **Data Transfers**

Your personal data will not be transferred to any third parties or countries.

## **Do Not Track**

We do not respond to Do Not Track signals.

## **Children**

We do not knowingly collect personal information from children under the age of 13 and we do not target our services to children under 13. If we become aware that we have unknowingly collected personal information from a child under the age of 13, we will make reasonable commercial efforts to delete such information.

## **Changes to our Privacy Policy**

Our security and this privacy policy are periodically reviewed and enhanced as necessary. This privacy policy might change as we update and expand the services. We will notify you of any changes by posting the new privacy policy on our site. Your continued use of the services after any change in this privacy policy will constitute your acceptance of such change.

This privacy policy was last updated on 22 August 2018.

## **How to Contact Us**

Please contact us if you have any questions or comments about this privacy policy, the information we hold about you, or if you would like to opt out of certain uses of your personal data, exercise your rights in relation to the personal data we hold about you or to make a complaint about our privacy practice, please contact Norwich BID per the below:

- by [email](#)
- or write to us at: Norwich Business Improvement District, Unit 4.3, Floor 4, Kiln House, Pottergate, Norwich, NR2 1DX.