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 West Midlands  
Business Festival



**Your privacy is important to us. Please read the following to fully understand our privacy policy and what you are agreeing to when you register for a ticket as part of the West Midlands Business Festival.**

West Midlands Business Festival is provided by Business Growth West Midlands, which in turn is provided by West Midlands Combined Authority, Birmingham City Council, Coventry City Council, Dudley Metropolitan Borough Council, Sandwell Metropolitan Borough Council, Solihull Metropolitan Borough Council, Walsall Council and City of Wolverhampton Council. This privacy policy applies to the websites and any digital applications (“Sites”) operated by West Midlands Business Festival and its affiliates. The term “Sites” covers the collection of personal data through West Midlands Business Festival direct mail, telephone or social media channels by us or our agents, Associate Events Limited. (“West Midlands Business Festival”, “we”, “our” and “us”) and to the processing of personal information by West Midlands Business Festival as contemplated in this privacy policy. Any reference to “you” or “your” refers to you, the user.

West Midlands Business Festival respects your privacy and is committed to protecting the personal information you share with us. This statement describes how we collect and use your personal information that we may collect about you through the Sites and from our communications with you. Our Sites are hosted on various servers within the European Economic Area, but some of our systems do extend to and are hosted within the American Continent.

#### **DATA PROTECTION LAWS**

We are committed to our legal responsibilities as a “data controller” and a “data processor” and we support the principles of the General Data Protection Regulation. We shall endeavour to ensure that the personal information we obtain, and use will always be held, used, transferred and otherwise processed in accordance with our legal obligations.

#### **OTHER WEBSITES**

There may be links from the Sites to other websites. This privacy policy only applies to the Sites and not to any other websites including any websites linked from any of the Sites. Accessing those third party websites or sources requires you to leave the Sites and we do not control those third party websites or any of the content they contain and you expressly acknowledge and agree that we are in no way responsible or liable for any of those third party websites, including, without limitation, the content, policies, failures, promotions,



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products, services or actions of those websites and/or any damages, losses, failures or problems caused by, related to or arising from those websites. We encourage you to review all policies, rules, terms and regulations, including the privacy policies, of each website that you visit.

### **HOW WE OBTAIN PERSONAL INFORMATION ABOUT YOU**

We may as a result of your interaction with our Sites and our communications with you hold and process personal information obtained about you.

The types of personal information we collect may include:  
your name

- your phone numbers
- your email address
- your address
- your profession and company
- your interest in hearing from any of our partners
- your interactions / purchase history with us
- your IP Address

### **HOW WE COLLECT AND USE NON-PERSONAL INFORMATION**

Please note that when anyone visits any of the Sites, we automatically collect certain non personal information such as the type of computer operating system (e.g. Windows or Mac OS) and browser (e.g., Safari, Netscape, Internet Explorer) being used, and the domain name of the internet service provider. We sometimes use the non-personal information that we collect to improve the design and content of the Sites and to enable us to personalise your experience.

### **WHAT WE DO WITH YOUR PERSONAL INFORMATION**

The personal information recorded will be available to West Midlands, our affiliated companies and trusted third party service providers and contractors. We also securely pass your information to the event organiser managing the event(s) that you have specifically booked for. West Midlands Business Festival will securely hold, process and pass your information on for the following purposes:

- to process enquiries received
- to register you for the event and send you newsletters, tickets and relevant information





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- to conduct market research and business development
- to provide you with information about products and promotions that may be of interest to you from ourselves and trusted third parties
- in connection with surveys related to our products and the Sites
- any other purpose indicated at the time you voluntarily provide your personal information

Whilst West Midlands Business Festival and its agent Associate Events Limited will take every precaution to protect your data. Independent event organisers, partners and sponsors will be required to keep your personal data secure and only handle your data in accordance with appropriate data protection and security regulations. By registering for a ticket, you expressly remove West Midlands Business Festival and its agent Associate Events Limited, from any and all liability and / or responsibility of any form in relation to the processing, security and protection of your data by a third party; including but not limited to, event organisers, partners, sponsors, stakeholders, venues and/or attendees. Should you wish to unsubscribe from communications from other parties, you will be required to do this directly with them. We, nor our agent, will never knowingly sell your data without your express written consent.

### **MARKETING**

We may from time to time use your personal information to send you email messages or marketing materials regarding our services and our clients services. These communications may contain features that help us make sure you received and were able to open the message.

You may opt out of receiving such communications at any time, free of charge, by replying to the message with “unsubscribe” in the subject line, or by following the instructions in any marketing communication.

Occasionally we may source details from third party organisations such as Companies House, this information may include names and email addresses. This information would only be sourced if we believed that our products or services may be of interest. In these circumstances we would process any data under the clause of legitimate interest to develop our customer base.

### **DISCLOSING YOUR PERSONAL INFORMATION**



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As is outlined within the section ‘WHAT WE DO WITH YOUR PERSONAL INFORMATION’ we may disclose your personal information to companies and individuals who perform business functions and services on our behalf, whom we work in partnership with or those who have organised an event in which you wish to attend. Such functions may include hosting the Sites, analysing data and providing other support and/or services. All such parties will be required to keep your personal data secure and only handle your data in accordance with appropriate data protection and security regulations. We would also request that the data was only processed in accordance with GDPR.

We may also disclose your personal information if, in our opinion, disclosure is required by law.

#### **INTERNATIONAL TRANSFERS OF YOUR PERSONAL INFORMATION**

We may transfer and process any personal information you provide to us to countries outside the European Economic Area whose laws may not afford the same level of protection to your personal information. We will therefore ensure that all adequate safeguards are in place and that all applicable laws and regulations are complied with in connection with such transfer.

#### **COOKIES AND TRACKING SOFTWARE**

We may use “cookies” and other types of tracking software in order to personalise your visit to our Sites and enhance your experience by gaining a better understanding of your particular interests and customising our pages for you. A cookie is a message given to a web browser by a web server and which is then stored by the browser in a text file. Each time the browser requests a page from the server this message is sent back which enables the user’s computer to be identified.

We may use the information provided by cookies to analyse trends, administer the Sites, or for research and marketing purposes to help us better serve you. No information which personally identifies you will be collected through the cookies. If you like, you can set your browser to notify you before you receive a cookie so you have the chance to accept it and you can also set your browser to turn off all cookies. The website [www.allaboutcookies.org](http://www.allaboutcookies.org) (run by the Interactive Marketing Bureau) contains step-by-step guidance on how cookies can be switched off by users.



Our Sites require the use of cookies in order to work at their best. If you do not wish these cookies to be used then please note that you may not experience our Sites working to their best effect.

### **THE ACCURACY OF YOUR INFORMATION**

While we endeavour to ensure that the information we hold about you is accurate and kept up to date, we shall assume that in the absence of evidence to the contrary, the information you provide us with is accurate. Should you inform us of inaccuracies in the information which we hold in relation to you or, if we discover that such information is inaccurate, it shall be promptly rectified by us. We do not intentionally retain any information about you which is out of date or which is no longer required.

### **PERSONAL DATA SECURITY AND CONFIDENTIALITY**

Our security controls are designed to protect your data. We endeavour to ensure we have adequate technical, physical and organisational security measures to protect your personal information from loss, misuse, unauthorised access, disclosure, alteration, or destruction. This includes, but is not limited to, encryption services, vulnerability tests and review of our data collection storage and processing procedures.

### **ACCESS AND CORRECTION RIGHTS**

We appreciate that your data is owned by you, therefore you can request access to, and have the opportunity to update and amend your personal information, and you can exercise any other rights you enjoy under applicable data protection laws, including, for example, objection to and blocking of the processing of your personal information, by contacting us at [hello@associate-events.com](mailto:hello@associate-events.com). For security reasons, we reserve the right to take steps to authenticate your identity before providing access to your personal information. Subject to applicable law, we may charge you a small fee to access your data.

### **RETENTION OF DATA**

We will only keep your personal information for as long as necessary for the purposes for which it was collected, to provide you with services and to conduct our own, or our clients legitimate business interests or where otherwise required by law. The longest we will normally hold personal data is 7 years after the last recorded contact, however the retention period will depend on relevant laws, ongoing queries or any other legal claim or dispute.



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Should you wish us to delete the Personal Information that we have on file for you, you can request deletion by emailing [hello@associate-events.com](mailto:hello@associate-events.com) from the Email address we have on file for you. That Email must include a phone number so that we can verify your identity before deleting your record. Such requests will normally result in deletion of your contact record in our wider systems and removal of any email subscriptions you hold with us.

### **CHANGES TO THE POLICY**

Our goal is to keep this privacy policy up to date, however, we reserve the right, at our sole discretion, to modify, add or remove sections of this privacy policy at any time and any changes will be notified to you using the email address you have given us or by an announcement on the webpage available at the “Privacy Policy” link on the Sites. Your continued use of the Sites, following the posting of changes to this privacy policy, will mean you accept these changes.

### **PRIVACY QUERIES**

If you have any questions regarding this policy, or you wish to update your details or remove your personal data from our records, please inform us using the ‘Contact Us’ facility on our Site or write to us at:

Data Protection Department, Associate Events Limited, Friars Mill, Bath Lane, Leicester. LE3 5BJ



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