



## BSA Privacy Policy

The BSA is a policy and research organisation. We bring together all those who are interested in delivering efficient, flexible and cost-effective service and infrastructure projects across the private and public sectors. Our membership comprises organisations delivering business services and their advisers.

The BSA is committed to protecting your privacy in accordance with obligations under data protection legislation. The primary data protection law is the General Data Protection Regulation (GDPR) as supplemented by the Data Protection Act 2018 and related laws.

The BSA promises to respect any personal data you share with us, or that we get from third party sources, and keep it safe. We aim to be clear when we collect your data, what we will use it for, and not do anything you wouldn't reasonably expect. We will never sell your personal data to other organisations and will only ever share it in appropriate, legal or exceptional circumstances.

The BSA has a legitimate interest in collecting your personal information in order to provide services under your employer organisation's membership subscription to the BSA or where you or your organisation are involved in BSA activities. By submitting your personal information, you agree that we may use your information to provide any services you opt to receive, or services you have been nominated to receive by a senior colleague, and that we may also use your information to improve your experience of our website. We will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with our privacy policy.

### What we collect

We may collect and process personal information which you provide to us, including:

- Information that you provide to us when registering by email or phone for meetings and events. This includes information displayed in email signatures or where you are copied into an email. Examples include your name, job title, organisation, email address and contact telephone numbers.
- Information provided on your behalf by a senior colleague within your organisation. For example, information provided by the colleague who manages BSA membership for your organisation such as your name, job title, email address and contact telephone numbers.
- Information that you provide to us in all forms of correspondence. For example, when contributing to BSA papers and publications.
- Information that you provide to us via the BSA website ([www.bsa-org.com](http://www.bsa-org.com)). For example, the information you provide if you request information or register for a meeting or event.
- If your information is publically available, we may keep a record of that. For example, if your contact information is available on your organisation's website.
- If you use the BSA website, we may use Google Analytics to collect statistical information about the publications and pages you may visit on the BSA website.
- If you receive newsletters from the BSA, including the BSA Daily Media and Political Monitoring and BSA monthly newsletter, we may collect statistical information about your interaction with these newsletters, including links you have clicked on.

E: [bsa@bsa-org.com](mailto:bsa@bsa-org.com) W: [www.bsa-org.com](http://www.bsa-org.com) @THEBSASSOC

- If you respond to the BSA Economic Tracker, we may collect your email address and organisational information you provide in responding to the survey may be kept for an indetermined amount of time.

### **What we do with the information we collect**

We may use the information provided to us in the following ways:

- To send newsletters to you if you have signed up to receive them or have been nominated to receive them by a senior colleague. Examples include the BSA Daily Media and Political Monitoring and BSA monthly newsletter.
- To provide you with information about our services and work streams, public policy updates and upcoming meetings and events if you have consented to be contacted for such purposes, have been nominated to receive such information by a senior colleague or have participated in similar meetings and events previously. These may relate to BSA Committees and groups you belong to.
- To invite you to contribute to BSA publications, events and other activities if you have consented to be contacted for such purposes or have been nominated to receive such information by a senior colleague.
- To register you for BSA meetings and events or note your apologies. Information, including your name, job title and organisation, may appear on attendance lists for BSA meetings and events and may be recorded to monitor participation in BSA activity. Your information can be omitted from such records at your request.
- To keep a record of your relationship with the BSA including participation and membership of BSA Committees and groups.
- We may use statistical information collected about the publications you have viewed and the pages you have visited on the BSA website to improve the design and content of the website.
- We may use statistical information collected about your interaction with BSA newsletters, including the BSA Daily Media and Political Monitoring and BSA monthly newsletter, to improve future editions, ensure the content is relevant to members and to understand the issues of interest to BSA members. We will never share information relating to links opened through BSA newsletters with external organisations.

Please note we hold your personal information for as long as necessary for the purpose needed. For example, for as long as you are an employee of a BSA member or organisation involved in BSA activity.

### **Security**

We will not sell or license your personal information to any third party. However, we may disclose your personal information:

- In order to provide you with any services you have requested if necessary.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation to do so.

All personal information provided to us is stored on our secure servers located in the UK and on our secure cloud-hosted Customer Relationship Management (CRM) system. Currently we use the [Access thankQ](#) CRM system. Some personal information is also stored on a marketing platform, [DotDigital](#), which we use to distribute BSA newsletters.

Please be aware that transmission of information via the internet is never completely secure. We will do our best to protect your personal information but cannot guarantee the security of information transmitted to and from our site and via email.

### **Unsubscribe**

You may unsubscribe from BSA communications at any time by contacting us at [bsa@bsa-org.com](mailto:bsa@bsa-org.com) or by clicking the 'unsubscribe' link at the bottom of BSA newsletters. Notifications to unsubscribe will be processed within 7 working days.

### **Links to other websites**

Our website, newsletters and other communications may contain links to other websites. If you follow a link to a third party website, we recommend that you review the privacy policy of the third party website before submitting any personal information.

The BSA does not represent or endorse the accuracy or reliability of any advice, opinion, statement or other information on third party websites and the organisations they represent.

### **Access to information**

You have the right to request a copy of the information we hold about you at any time by contacting [bsa@bsa-org.com](mailto:bsa@bsa-org.com). We will respond and provide you with details of the information we hold about you within one month of receipt of the request.

You also have the right to request that we erase any personal information we hold. We will action such requests within one month of receipt of the request.

If you believe that any information we are holding about you is incorrect or incomplete, please contact us at [bsa@bsa-org.com](mailto:bsa@bsa-org.com) as soon as possible. We will correct any information found to be incorrect within 5 working days.

For more information about your data rights, please click [here](#).

If you have any questions or concerns about data protection at the BSA please contact [bsa@bsa-org.com](mailto:bsa@bsa-org.com). If you are not satisfied with the response you receive from us for any reason then you may wish to contact the Information Commissioner's Office via <https://ico.org.uk>.