



Sealladh na Beinne Mòire User Privacy Notice

What this Notice covers

Sealladh na Beinne Mòire is committed to protecting the privacy and security of your personal information.

This Privacy Notice describes how we collect and use personal information about you during and after your business relationship with us, in accordance with the General Data Protection Regulation (GDPR) and data protection legislation.

Identity of the data controller

Sealladh na Beinne Mòire is a “data controller”. This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy notice.

Any queries about this notice or requests relating to your rights should be addressed to the CEO, Stòras Uibhist info@storasuibhist.com.

Categories of personal data we process

We will collect, store, and use the following categories of personal information about you:

- Personal contact details such as name, title, address, telephone numbers, personal email addresses; date of birth, membership details

Sources of personal data

We collect personal information about you when we take and process your membership with us.

Our purposes for processing your data

- Gathering pre-contract information in order to be able to enter into a contract with you (such as memberships.)
- Membership Communications.
- Election purposes

- Administering the contract we have entered into with you and dealing with any issues arising from it
- Business management and planning, including accounting and auditing
- Dealing with possible legal disputes
- To prevent fraud
- To conduct data analytics studies to review and better understand customer behaviour
- To maintain ongoing customer service

Our lawful bases for processing your data

We will use your personal information in the following circumstances:

- To perform the contract we have entered into with you
- To comply with any statutory or other legal obligations that we have
- Where it is necessary for our legitimate interests or those of a third party and your interests and fundamental rights do not override those interests
- In other cases, we may seek your consent to processing your data.

Who has access to your data

We may share your personal information with third parties where required by law, where it is necessary to administer the business relationship with you or where we have another legitimate interest in doing so.

Recipients of your data may include third-party service providers (such as payment services processors, electronic mailing services, Electoral Services etc.), other related business entities, statutory regulators or to otherwise comply with the law.

We will never pass your details on to third parties for marketing purposes.

Where we do so, we will ensure there are contractual provisions in place between us and the third party to keep your data secure and to treat it in accordance with the law.

Security of your data

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know.

We have put in place procedures to deal with any suspected data security breach

and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

How we decide how long to retain your data

We will only retain your personal information 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.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Your rights

You have the right to:

- Request a copy of your personal data. If you do so, we must comply within one month
- Request correction of your personal data if it is incorrect
- Request erasure of your personal data (but whether we can do this depends upon our lawful basis for continuing to hold it)
- Object to us processing your personal data where we are relying on a legitimate interest for processing. This includes a right to object where we are processing your personal data for direct marketing purposes.

If you believe we have not complied with your rights and we have been unable to resolve your complaint, you can apply to the Information Commissioner.

www.ico.org.uk

What if you do not provide personal data?

If you do not provide personal data, it is likely to be impossible for the Sealladh na Beinne Mòire to enter into, or to continue with, a business relationship with you.

Automated decision-making

The organisation may make use of electronic automated decision-making systems. Where we do so, we will let you know and inform you of your rights.



Changes to this Privacy Notice

The organisation reserves the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.