

## **Health Estates and Facilities Management Association Ltd (HEFMA) Privacy Policy**

Reviewed: 03/05/2023

HEFMA are committed to protecting and respecting your privacy during your interactions with our organisation.

Our privacy policy sets out the basis on which we process your data.

We collect data from you in three main ways;

- Directly from you when you subscribe to our magazine, newsletter, speaking to our call centre or completing event booking or sign-up forms
- From cookies on our website
- From data lists of corporate subscriber data provided by direct marketing list companies for the purpose of use in B2B direct mail campaigns

### **Legal Basis to Process Your Personal Data**

Under the applicable data protection laws, we need a lawful basis to collect and use your personal data. The law allows for six lawful bases to process people's personal data, and one of them allows personal data to be legally collected and used if it is necessary for a legitimate interest of the organisation – as long as it is fair and balanced and does not unduly impact the rights of individuals.

In the event you request any goods and/or services from us, we will rely on our contractual relationship to process your personal data to provide such goods and/or services to you.

In certain very limited circumstances, we may also rely on a specific consent provided by you for the processing of your personal data. In those circumstances you can withdraw your consent at any time by contacting us – see our contact details below.

The extent of the personal data we may hold about you is usually limited to your name, job title, telephone number and email address. We may also hold any special dietary or access requirements you have told us about so that we can cater for you correctly at our events.

We use your data in two main ways:

- To deliver the service or product you have requested, this may be a magazine, newsletter, sample products or competition entries etc
- To use in marketing activities which would be to send samples of products, information and offers from ourselves and third-party industry suppliers that we feel will be relevant to the business you work in

We may share your personal information to third parties.

This could be in the process of dealing with your enquiry, order or subscription such as sharing the data with our mailing house or agents in order to send you a magazine or sharing your data with a hotel in order to book accommodation for an event.

We may also share your data with selected third parties to provide you with information about goods and services which we feel will be relevant to you and your role. You may notify us at any time if you do not wish to receive such information.

We may also share your data with official bodies if required by law to do so.

When using our websites, we use cookies to track traffic and statistics. This does not identify you as an individual and we do not use cookies for advertising or content presentation. You may block cookies with your internet browser and doing so will not affect your use of our websites.

You have the right to:

- Request to see the personal data we hold about you. This includes the right to obtain a confirmation as to whether or not we process any of your personal data
- Request that we correct any inaccuracies in the personal data that we hold on you
- From May 2018, in certain circumstances you may have the right to be forgotten (i.e. to have your personally identifiable data deleted). In many cases we would recommend that we suppress you from future communications, rather than data deletion
- In certain situations, you have the right to ask for processing of your personal data to be restricted because there is some disagreement about its accuracy or legitimate usage
- Request that we do not process your personal data for direct marketing and that we will keep your contact details to ensure that no further contact is made
- Object to our processing of your personal data if we are relying on legitimate interest as the lawful ground for processing
- Request the transfer of any personal data you have provided to us to a different organisation

It is your right to request us not to share or disclose your data with third parties. We will usually offer you options when you complete our online forms so that you can opt-out at this point. Or should you change your mind at a later date, you can simply email us at [chair@hefma.co.uk](mailto:chair@hefma.co.uk) and request to be opted-out. You may also use this email address to contact us at any time with queries about the data we hold for you, or to update your details.

You can also contact the Information Commissioner's Office on 0303 123 1113 ([www.ico.org.uk](http://www.ico.org.uk))

The data controller is:

Health Estates and Facilities Management Association Ltd registered in England & Wales 08439614.  
Our registered office is No. 1 St Paul's Square, Liverpool, Merseyside, L3 9SJ  
Correspondence address: Suite 70, 33 Great George Street, Leeds LS1 3AT