



ASHVILLE

TRADING

PRIVACY NOTICE

INTRODUCTION

Ashville Trading Ltd are committed to protecting your privacy.

We collect and process personal data about you to provide the services you use, operate our business, meet our contractual and legal obligations, protect the security of our systems and our customers, or fulfil other legitimate interests.

Our Privacy Notice explains how we collect, use, share and protect your personal information. When we update this policy, we will post any changes on our website.

If you have any queries about this Notice please contact us at Ashville Trading Ltd, Ashville College, Green Lane, Harrogate, HG2 9JP.

IDENTITY OF DATA CONTROLLER

The Data Controller in respect of this Privacy Notice is Ashville Trading Ltd.

WHEN DO WE COLLECT INFORMATION?

We collect your personal information when you:

- Complete and sign a contract
- Book or attend an event
- Ask us for more information about a product or service, or contact us with a question or complaint
- Take part in a competition, prize draw or survey
- Contact us through telephone or email
- Send an email to us
- You have an accident on campus or there was an incident where you were a witness or personally affected

WHAT INFORMATION DO WE COLLECT?

The information we collect is required for the purpose of confirming your booking. Such information allows you to be identified as a company or individual account of Ashville Trading Ltd and includes:

- Name, e-mail address, postal address, telephone number, and whether you require disabled access, including hearing loop devices.
- Credit or debit card information, information about your bank account number and sort code or other banking information.
- Your usage records
- Your preferences for particular products or services or interests when you tell us what they are – or when we assume what they are, depending on how you use our products and services
- Your contact with us, such as a note of a call you make to us, an email or other records of any contact you have with us
- Your booking information – such as dates of payment owed and received, the services you use and any other information related to your account

HOW DO WE USE THIS INFORMATION?

We will use your personal information to provide you with the services, products or information that you have requested, for administration purposes, and marketing. We may need to share your information with our service providers, associated organisations and agents for these purposes. We may use your information to:

- Reserve your event through our current booking system Outlook 365, our chosen event software
- Bill you for using our services as part of your contract requirements
- Keep you informed about our services including operational matters relating to your booking
- Provide relevant services to you
- Confirm your attendance to any ticketed events
- Respond to any questions or concerns you might have about our services
- Understand how you use our services, to help us develop relevant and updated services
- Prevent and detect fraud or other crimes

Where we process your personal data based on your consent you have the right to withdraw consent at any time, for example your consent to receive direct marketing. If you no longer want to receive marketing messages from us, please contact marketing@ashville.co.uk and they will remove you from our contact list. You can choose to opt out of all marketing or select your marketing preferences.

We'll store your information for as long as you have a contract with Ashville Trading Ltd, or following cancellation and to meet legal requirements including financial audit, anti-fraud and money laundering regulations we will store your information for no more than 6 years from the last activity on the account. An 'activity' can be classified as confirmed contractual arrangement, a payment made on the company / private account. We may contact you about Ashville Trading Ltd events and services during this 6 years if you haven't opted out of receiving marketing communications from us.

KEEPING YOUR PERSONAL INFORMATION SECURE

We are committed to keeping our clients' information secure and also take appropriate measures to ensure that the information we collect and maintain is kept secure, accurate and up to date and kept only for so long as is necessary for the purposes for which it is used.

We ensure the organisations that provide us with services related to your booking have appropriate security measures and only process your information in the way we have authorised them to. These organisations will not be entitled to use your personal information for their own purposes.

Communications over the internet (such as emails) aren't secure unless they've been encrypted. Your communications may go through a number of countries before being delivered – as this is the nature of the internet. We can't accept responsibility for any unauthorised access or loss of personal information that's beyond our control.

WILL WE DISCLOSE THE INFORMATION WE COLLECT TO OUTSIDE PARTIES?

We may share information about you with:

- Service providers, agents and associated organisations to allow us to confirm your booking and communicate with you; for example, financial institutions to process payments, and booking agents.
- Law enforcement agencies, regulatory organisations, courts or other public authorities where we have a legal obligation to do so

We'll release information if it's reasonable for the purpose of protecting us against fraud, defending our rights or property, or to protect the interests of our customers.

USE OF PERSONAL DATA FOR AUTOMATIC DECISION MAKING

We do not use your personal data for automatic decision making.

YOUR PRIVACY RIGHTS

You have the following rights in relation to your data privacy: the right of access; the right of rectification; the right of erasure (the “right to be forgotten”); the right to restriction of processing; the right to be notified; the right to data portability; the right of objection; and the right to not be subject to automated profiling.

Access. You have the right to ask for a copy of the information we hold about you and to have any inaccuracies in your information corrected. Please contact us through email to events@ashville.co.uk, the contact us section of the website or writing to the address below. There is not normally a fee for this service.

Rectification. If you believe we’re holding inaccurate information about you, or your personal details change, please inform our reception or contact us at events@ashville.co.uk.

Erasure. You have the right to the erasure of the data we hold on you, when it is no longer needed for the purposes of your booking, or when you withdraw your consent for our processing (and we have no other lawful basis to hold your data).

Restriction. You have the right to ask us to place restrictions on processing your data in certain circumstances.

Notification. You have the right to be notified of any rectification, erasure or restrictions in relation to your personal data.

Portability. You have a right to receive the data we hold on you electronically in a format that allows it to be easily transferred to another data controller.

Object. You have the right to object to data processing of your personal data for direct marketing or profiling purposes.

Profiling. You have the right not to be subject to any decision based on automatic processing of your personal data. We do not make any decisions based on automatic processing.

The address to be used to obtain a copy of your personal information is: Ashville Trading Ltd, Ashville College, Green Lane, Harrogate, HG2 9JP. You can also contact us by emailing events@ashville.co.uk

CHANGES TO THIS PRIVACY NOTICE

We will update this privacy notice to reflect the way in which we process and protect your data. If we do so, we will post notice of the change on our website.

Ashville Trading

Green Lane, Harrogate, North Yorkshire HG2 9JP

General Enquiries: +44 (0)1423 566 358 | Email: ashville@ashville.co.uk | www.ashville.co.uk

Ashville Trading Ltd is a company registered in England & Wales; No. 2617491