

Privacy Notice for National School Business Leader's Day

This privacy notice describes how we collect and use personal information about you, before, during and after National School Business Leaders' Day, in accordance with the UK General Data Protection Regulation (UK GDPR).

Following Brexit, Regulation (EU) 2016/679, General Data Protection Regulation (GDPR) is retained EU law and known as UK GDPR. The UK GDPR sits alongside an amended version of the Data Protection Act 2018 that relate to general personal data processing, powers of the Information Commissioner and sanctions and enforcement. The GDPR as it continues to apply in the EU is known as EU GDPR.

Who collects this information

School Business Services 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.

It is important that you read this notice, with any other policies mentioned within this privacy notice, so you understand how we are processing your information and the procedures we take to protect your personal data.

Categories of information we collect

We will process data relating to those who register interest and participate in this event. Personal data that we may collect, process, hold and share (where appropriate) about you includes, but is not restricted to:

- Personal information and contact details such as name, title, date of birth, employer details, school or home delivery address, job title, phone numbers, personal or professional email addresses, Twitter profiles;
- Any feedback, suggestions or comments you provide us as part of the National School Business Leaders' Day experience;
- Marketing preferences such as whether you wish to hear from us and affiliated third parties, and communication preferences;
- Relevant information about your organisation including key contacts and their contact details;
- Event analytics including sessions, links, downloads, competitions, photos.

How we collect this information

We may collect this information from you when you register interest for National School Business Leaders' Day, or otherwise participate in it through self-submitting your details.

Data protection principles

We will comply with the data protection principles when gathering and using personal information, as set out in our data protection policy. Data protection principles are outlined within Article 5(1) of the UK GDPR and include:

- Lawfulness, Fairness, and Transparency – We will only use your personal information when the law allows us to. Most commonly, we will use your information in the following circumstances:
 - Where we need to comply with a legal obligation;
 - Where it is necessary for our legitimate interests (or those of a third party) and your interests, rights and freedoms do not override those interests.
 - When you have provided us with consent to process your personal data.

We will not sell your personal information (and we also do not buy personal information). We only wish to contact you in a way that is consistent with our relationship (how you would expect to be contacted and with materials you would expect to receive from us).

- Limitations on Purposes of Collection, Processing, and Storage – we will use the data for the purpose for which it was collected. If we are required to use data in a new way, we will ask consent or will have another clear obligation set out by law.
- Data Minimization – we ensure that the data which we hold is fit for purpose and will only keep it for as long as is necessary to fulfil that purpose unless we have outlined specific grounds to keep it longer.
- Accuracy of Data – we take steps to ensure that data is kept as up to date as possible and is not otherwise incorrect or misleading. If we do discover that data is inaccurate, we will take steps to amend it.
- Data Storage Limits – we will not keep data any longer than is necessary and have documented how long we will keep data related to this event in the data retention section of this notice.
- Integrity and Confidentiality – we have considered and implemented appropriate organisational and technical measures to safeguard data which is shared with us, in order to ensure its integrity, confidentiality and availability.

How we use your information

We will primarily use your personal information to facilitate the following:

- To send you marketing communications where we have your consent;
- To facilitate participation in National School Business Leaders' Day, current and future;
- To send you marketing based on our legitimate interests (or those of a third party). For more information on this, please see "Legitimate Interests" below.
- Managing our events and merchandise.
- Dealing with entries into competitions and prize draws– including any subsequent communications to inform you or partners of results or allocation;
- Responding to your enquiries, contacts or requests about your personal information;
- For research and analysis purposes – this may include inviting you to participate in surveys or research or analysing usage data from our website to improve our content or user experience;
- For sharing experiences online such as kudos, quotes, feedback, PR, photo booth content, recordings, web chat, networking rooms.

Legitimate interests

When we use our legitimate interests as the legal basis for processing your personal information, we will consider and balance any potential impact on you and your rights before we process your personal information. We will only then proceed where we believe our interests are not overridden by the impact on you.

Our legitimate interests include the interests of our organisation in conducting and managing our operations to enable us to give you the best service and the best and most secure experience, and where we believe it to be in the public interest to process your personal information. For example, sending you information and marketing materials to your postal or email address which we believe may be of interest in light of engagement with National School Business Leaders' Day.

In this circumstance, we will always give you opportunity to opt out of receiving future communications from us and you can do this by following the instructions provided or to contact Becky Hall (marketing@schoolbusinessservices.co.uk).

Who we share your data with

We may share your data with third parties, including third party service providers where required by law, where we have your consent or where we have another legitimate interest in doing so. These include the following third parties:

- Affiliated third parties who we believe can provide services which would be of benefit to you. We will only share data to those third parties where you have consented for us to do so.
- To administer prizes to successful entrants.
- To facilitate enquiries for products or services.

Retention periods

Except as otherwise permitted or required by applicable law or regulation, School Business Services only retains personal data for as long as necessary to fulfil the purposes they collected it for, as required to satisfy any legal, accounting or reporting obligations, or as necessary to resolve disputes. In this instance we will keep it for five years.

Security

We have put in place measures to protect the security of your information (i.e., against it being accidentally lost, used or accessed in an unauthorised way). 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. Details of these measures are available in our data protection policy.

Your rights of access, correction, erasure and restriction

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your relationship with us.

Under certain circumstances by law you have the right to:

- Access your personal information (commonly known as a "subject access request"). This allows you to receive a copy of the personal information we hold about you and to check we are lawfully processing it. You will not have to pay a fee to access your personal information. However, we may charge a reasonable fee if your

request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

- Correction of the personal information we hold about you. This enables you to have any inaccurate information we hold about you corrected.
- Erasure of your personal information. You can ask us to delete or remove personal data if there is no good reason for us continuing to process it.
- Restriction of processing your personal information. You can ask us to suspend processing personal information about you in certain circumstances, for example, if you want us to establish its accuracy before processing it.
- To object to processing in certain circumstances (for example for direct marketing purposes).
- To transfer your personal information to another party.

If you want to exercise any of the above rights, please contact Becky Hall (marketing@schoolbusinessservices.co.uk) in writing.

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights).

We have appointed a data protection officer (DPO) to oversee compliance with data protection and this privacy notice. If you have any questions about how we handle your personal information which cannot be resolved by Becky Hall (marketing@schoolbusinessservices.co.uk), then you can contact the DPO on the details below:

Data Protection Officer: Judicium Consulting Limited
Address: 72 Cannon Street, London, EC4N 6AE
Email: dataservices@judicium.com
Web: www.judiciumeducation.co.uk
Lead Contact: Craig Stilwell

[Right to withdraw consent](#)

In the limited circumstances where you may have provided your consent to the collection, processing, and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact Becky Hall (marketing@schoolbusinessservices.co.uk). Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

[How to raise a concern](#)

You have the right to make a complaint at any time to the Information Commissioner's Office, the UK supervisory authority for data protection issues.

- Report a concern online at <https://ico.org.uk/concerns/>
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF