

Privacy Statement – Love Hastings Ltd.

Love Hastings Ltd (the ‘*data controller*’) collects and holds the following data relating to businesses and their owners/managers:

- Names, phone numbers, addresses, e-mail addresses, nature of businesses, approximate staffing numbers, approximate annual turnover

This information is collected in the following ways:

- From publicly accessible information on company web pages or public directories
- Via direct communication with companies and individuals

Data is stored securely on Microsoft Office 365 servers, with Microsoft acting as the *data processor*. Details of Microsoft’s privacy policy can be found here <https://www.microsoft.com/en-us/trustcenter/privacy/>.

Information is collected to allow Love Hastings Ltd to communicate with its levy payers and other businesses in and around the local area. This communication will take the form of:

- Regular e-mail newsletters from Love Hastings Ltd (using MailChimp as the company’s appointed *data processor* – their privacy policy can be found here <https://mailchimp.com/legal/privacy/>)
- Targeted e-mail messages from Love Hastings Ltd containing information about goods or services directly relevant to specific businesses (either due to geography, sector, or size)

Love Hastings Ltd will also produce business directories that will provide potential customers with basic contact details.

Information will also be used to generate anonymised reports, which will be used to assess the impact of Love Hastings Ltd on the local economy

Information will, if expressly agreed by the data subject, be shared with selected local partner agencies, or third-party suppliers who may at times be appointed by Love Hastings Ltd to provide goods or services to BID levy payers. In such cases these third parties will be contractually bound to only use the data provided for the agreed purpose and not to share it with any other organisation or individual.

By holding and using data in this way Love Hastings Ltd will be better able to fulfil its purpose and meet its objectives.

Data will be held and updated during each five-year term of the existence of Love Hastings Ltd. Should the company be wound up all data will be either deleted or, with express consent, passed to any company or organisation that may take on a similar future role.

All *data subjects* have the rights to:

- Access to a copy of the information comprised in their personal data;
- Object to processing that is likely to cause or is causing damage or distress;
- Prevent processing for direct marketing;
- Object to decisions being taken by automated means; a right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed; and
- Claim compensation for damages caused by a data breach.



Should you have any concerns about the way your data is held, in the first instance contact:

office@lovehastings.com

07876 390065

Unit 5, 2nd Floor, Rock House, Cambridge Road, Hastings, TN34

Should you require independent assistance contact the ICO:

<https://ico.org.uk/concerns/handling/>