

Introduction to our privacy policy

EVCOM is a not-for-profit company, limited by guarantee.

This privacy policy explains how we use any personal information we collect about you and your organisation when you visit our website and opt in to receive our newsletters.

Please note that our website and newsletters may contain external links that are not covered by this privacy policy.

We will only collect, keep, process and share personal data for legitimate business purposes as detailed below or if we are legally required to do so.

We will be as clear and transparent as possible with you on the personal data we collect and how it will be processed.

For as long as we maintain records of your personal data, we will keep it up-to-date and protect it with the appropriate safety measures. To learn more about how long we will retain your personal data, please see “further details” section below.

You can request a copy, transfer or deletion of the personal data we keep about you at any time by contacting:

EVCOM
23 Golden Square
London
W1F 9JP
Email: info@evcom.org.uk
020 7287 1002

Information collected through the website

We collect information about you when you:

Apply for membership to join EVCOM

Buy tickets or register for our events

Register to receive our newsletters

Complete surveys and forms

Update personal details on the members portal

Provide feedback or request details about our services or member offers

Website usage information is collected using cookies.

For further detail please “further details” section below.

We collect this information to process and manage:

Requests and ongoing management of memberships

Registration and ticket purchase for events

Special member offers

Sending news updates and information about our events, offers, policy work and members

The members’ directory

Meet our members section of the website

Personalise repeat visits to the website

The members’ directory

We encourage our members to connect and collaborate with other members. We offer a secure members’ directory for this purpose, accessible by members only.

With your consent, the members’ directory may feature any or all of the following information from your member profile:

Your name

Name of your organisation

Your job title

Your social media handles
Your biography
Your website

Your contact details will not be made available to other members, unless authorised to do so.

If you have consented to being featured in our members' directory, you may update your details or opt out at any time by contacting info@evcom.org.uk.

Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

For further information visit www.aboutcookies.org or www.allaboutcookies.org

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

Google Analytics

We collect information about browsing behaviour on our website so we can update it and ensure it is relevant for our audience. We anonymise and mask IP addresses and never store your full IP address.

Newsletters

If you opt in to receive our general newsletters you will receive information regarding membership, events, policy work, services and specially curated member offers in partnership with external organisations.

Members will also receive member specific newsletters. If you are an organisation member we will register you to receive these when you join EVCOM. You will have to opt in if you are an individual member (sole-trader/freelancer), unless you already subscribed to the general newsletter.

We will collect information on open rates and click throughs to assess and improve our newsletters and any other information you provide whilst subscribing through this form.

You can easily unsubscribe from our newsletters by clicking on the link displayed at the bottom of each newsletter.

Direct Marketing

We may contact you with information regarding our membership, events, policy work and offers, via email, post or phone, and in compliance with the direct marketing regulations. You have a right at any time to stop us from contacting you for marketing purposes, by writing to info@evcom.org.uk or calling 020 7287 1002.

Other means of collecting information

We may collect information through channels other than our website. For more detail please see "further details" section below.

Updates to the privacy policy

We keep our privacy policy under regular review. We will place updates on this web page and communicate them in our newsletters. This privacy policy was last updated on 22 May 2018.

How to contact us

Please contact us if you have any question about our privacy policy or information we hold about you.

By email: info@evcom.org.uk or write to us at: EVCOM, 23 Golden Square, London W1F 9JP

EVCOM Privacy Policy - further details

Our websites are:

www.evcom.org.uk/www.evconference18.com/www.evcomindustryawards18.com

Information collected through the website:

Full name

Company/organisation/trading name

Email addresses

Landline and mobile numbers

Mailing and billing addresses

Social media handles

Titles

Age

PA contact details (name, email, landline)

Short biography

Photos

Testimonials

Payment methods (encrypted)

Forms and survey responses

Fax

IP addresses and website visit behaviour (cookies)

Purchase history

User login details

Other means of processing information:

Twitter:

We collect publicly available information from Twitter profiles, when users mention our Twitter handle, comment on or retweet our posts. We collect posts, handles, names and follower count.

We process this information, under the lawful basis of Legitimate Interest - tracking engagement.

We will use this information to manage our Twitter profile, assess impact and recognise potential collaborators and prospects.

Emails:

We collect information from emails sent to our team members. We collect names, job titles and contact details of contacts that may qualify as leads or can contribute to our policy work.

Our policy work:

We count on our members to actively feed in to our policy efforts, and may contact them for input, completion of forms and surveys.

Information provided by members will be retained and processed to produce reports, letters, press-releases and other public policy material.

Our lawful bases for processing personal information

All personal data we process is:

For the purpose of providing you with products such as memberships, events and policy-work (Contract).

Sharing and promoting our news, as well as providing members with various opt-in online products and surveys (Consent).

Marketing purposes (Legitimate Interest - Business to Business Marketing).

Surveying our online presence and adapting it to insure it suits our audience interests (Consent).

Third party service providers

We use third party processors to collect, export, process and store personal data on our behalf. All our processors are compliant with the General Data Protection Regulations and you can view their websites for further detail:

Google LLC

Mailchimp

GoCardless Ltd.

Cvent

Linkedin

Twitter

Wordpress

Accountants Edwards, Pearson & White LLP

Drp Digital

Integro

Data retention

We will retain some personal data categories in order to comply with legal requirements. Otherwise, we will remove information that is not required for our processes.

Complaints

If you have any complaints about our processing, please contact us directly. You can also lodge a complaint with the Information Commissioner Office.

How to contact us

Please contact us if you have any questions about our privacy policy or the information we hold about you.

By email: info@evcom.org.uk

Or write to us at: EVCOM, 23 Golden Square, London W1F 9JP