

Privacy policy

XSEM Limited understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who works with XSEM; clients, research participants and event attendees and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

XSEM Limited only collects personal information that is necessary for its business functions or services (described below). Unless required by law, we do not use or disclose your personal information for any new purpose without your consent. All consumer data is securely guarded and treated as confidential information according to local regulations.

Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

"Account"	means an account required to access and/or use certain areas and features of Our Site;
"personal data"	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via working with us and we are using your personal data for the purposes of a contract, or the personal data that you give to Us so that we can fulfil our role as an agency to carry out your event. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation ("GDPR"); and
"We/Us/Our"	means XSEM, a limited company registered in England under company number 4654429, whose registered address is Leigh House, St. Pauls Street, Leeds, LS1 2JT and whose main trading address is 3 Park Court, Park Cross Street, Leeds, England, LS1 2QH

Information about us

- Our VAT number is GB 809075915.
- We are registered with the Information Commissioners Office in the UK with reference number A8161426
- Our Data Protection Officer is Rebecca Gallagher, and can be contacted by email at info@xsem.co.uk, by telephone on 0113 394 6130, or by post at 3 Park Court, Park Cross Street, Leeds, England, LS1 2QH

What does this policy cover?

This Privacy Policy applies only to your use of Our Services as a Marketing and Event Agency, to fulfil Our Performance of a contract or Legitimate interests.

Your rights

As a data subject, you have the following rights under the GDPR, which this Policy and Our use of personal data have been designed to uphold:

- The right to be informed about Our collection and use of personal data;
- The right of access to the personal data We hold about you (see section 12);
- The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 14);
- The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 14);
- The right to restrict (i.e. prevent) the processing of your personal data;
- The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
- The right to object to Us using your personal data for particular purposes; and
- Rights with respect to automated decision making and profiling.

If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided below and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK’s supervisory authority, the Information Commissioner’s Office. For further information about your rights, please contact the Information Commissioner’s Office or your local Citizens Advice Bureau.

What data do we collect?

Depending upon the services you are using Us for we may collect some or all of the following personal and non-personal data:

Categories of personal data	Purpose of processing under Legitimate interest
Name	Client Database or Event Correspondence
Email Address	Client Database or Event Correspondence
Work Address	Client Database or Event Correspondence
Work Telephone Number	Client Database or Event Correspondence
Mobile Telephone Number	Client Database or Event Correspondence
Home Address	Event Correspondence
Account Numbers (from client)	Event Correspondence
Date of Birth	Flight booking/check-in process
Passport Number	Flight booking/check-in process
Passport Expiry Date	Flight booking/check-in process
Passport Issued Country	Flight booking/check-in process
Nationality	Flight booking/check-in process
Emergency Contact Name	Health and Safety Requirement
Emergency Contact Number	Health and Safety Requirement
Dietary Requirements	Health and Safety Requirement
Medical Requirements	Health and Safety Requirement

How do we use your data?

All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under GDPR at all times.

Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:

- Providing and managing the services you have contracted with Us to provide
- Personalising and tailoring your experience; Our customer excellence;
- Supplying Our products and services to you (please note that We require your personal data in order to enter into a contract with you);
- Personalising and tailoring Our products and services for you;
- Replying to emails from you;
- Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by clicking the unsubscribe link at the bottom of any of the emails);
- Market research (if a research data subject);
- Registering you as an attendee of an event you are attending;
- Capturing the data required for your attendance at an event

With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email with information, news and offers on Our products and services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.

We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or its retention will be determined on the following bases):

- If a client;
 - Our client database until we are no longer in a contract with you and you ask to be removed;
 - Our client database until you ask to be removed;
- If an event attendee;
 - For the purposes of the event you are registered to attend, all personal data will be forgotten (delegated) after the event; passport information, dietary and emergency contact details
 - For the purposes of the event you are registered to attend, the original Data Controller (Our client) will have access to attendee reports until 18 months after the event

How and where do we store your data?

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

We only keep your personal data for as long as We need to in order to use it as described and/or for as long as We have your permission to keep it.

We currently do not store any data outside of the European Economic Area (the EEA). If this should change We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR.

Do we share your data?

- We will not share any of your data with any third parties for any purposes.
- We use third party data processors (registration software, we either have;
 - contracts in place OR
 - agree to their latest Terms of Service and Privacy Policy
- We use may sometimes contract with third parties to supply services (E.g. Hotels) on Our behalf. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.
- We do not transfer any personal data outside the EEA, if this was to change We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under GDPR.
- In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority.

How can you access your data?

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the GDPR, no fee is payable and We will provide any and all information in response to your request free of charge. Please contact our DPO Rebecca Gallagher info@XSEM.co.uk or call 0113 394 6130 or using the contact details below.

Contacting us

If you have any questions about this Privacy Policy, please contact Us by email at info@xsem.co.uk, by telephone on 0113 394 6130, or by post at 3 Park Court, Park Cross Street, Leeds, England, LS1 2QH.

Changes to our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site. Or on request.

Last amended: 9th May 2018