

## Privacy policy - Belu Water Ltd.

**Please read this policy carefully to understand how we collect, use and store your personal data.**

### Introduction

Belu Water is a limited company and social enterprise based in England.

At Belu we take your privacy very seriously and are committed to protecting your personal information.

This privacy policy explains how we may collect and use the information you give us.

If you have any questions, comments and requests about this privacy policy please email [info@belu.org](mailto:info@belu.org) or write to: Data Protection Manager, Belu Water, 62 Hatton Garden, London EC1N 8LR

### This policy includes:

- How we collect information
- Where we collect information from
- What personal information we collect
- How we will use your personal information
- How we keep your data safe and who has access to it
- How we keep your information up to date
- Your right to your information
- Changes to this policy

### Where we collect information from

Belu may collect information in the following ways:

- **When you give us information directly:** You may provide your details to us when you request specific information from us by email, social media, phone or post.
- **When you have given other organisations permission to share it:** You may have provided your details to another organisation that works with Belu. For example, to receive further details about our products or company. Information we get from these services depends on your settings or the response choices you give, so you should regularly check what you have agreed to with third party organisations.
- **Social media:** Depending on your settings or the privacy policies for social media and messaging services like Facebook and Twitter, you might give us permission to access information from those accounts or services.
- **When you attend a meeting with us and provide us with information about you**

- **When your information is available from other public sources:** We may collect personal details about you from the public domain, such as from social networks, company websites and news archives. We may use data services agencies to collect this information.

### **What categories of personal information we collect**

The type and quantity of information we collect and how we use it depends on why you are providing it.

We may collect where relevant:

- Your name
- The name of the and type of company you work for
- Your contact details (business or sole trader street address, email address and phone number)

### **How we will use your personal information**

We could use your personal information in a number of ways, including for the following purposes:

- To provide you with the services or information you have requested
- To send you news from Belu via email, telephone or direct mail
- To update you about any changes to our products
- To maintain our organisational records and ensure we have your most up-to-date marketing preferences
- To help us improve our services or information-offering
- To tailor advertising that is presented to you on the internet according to your interests, preferences and other characteristics
- To help us work with third parties to ensure that we send you targeted communications (see 'What categories of personal information we collect' above)
- To contact you where you have been identified as a contact person for a company

If you would like to contact us about your marketing preferences, please contact us using the details above.

## **How we keep your data safe and who has access to it**

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

We always ensure only authorised personnel have access to your information, and that they are appropriately trained to manage your data.

Despite taking precautions, no data transmission over the internet can be guaranteed to be 100% secure. So, while we strive to protect your personal information, we cannot guarantee the security of any information you disclose to us online, and you must understand that you do so at your own risk.

## **Who we share your personal data with**

We may use external organisations that collect and/or process personal data and may contact you on our behalf. In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

We do not sell personal information data to other companies.

## **How we keep your information up to date**

Where possible, we try to keep your records up to date; for example, by calling our customers at least once a year to check details are correct. However, we'd really appreciate it if you let us know if your contact details change. Email [marketing@belu.org](mailto:marketing@belu.org)

## **How long we keep your information for**

We will hold your personal information on our systems for as long as is necessary.

If you ask us to stop sending you marketing materials, we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

## **Our legal basis for processing your information**

Although in many cases we will seek consent to process your personal data, in some instances we may process your information without consent when we are legally allowed to do so. This will only be where it is in our legitimate interests to do so and where we are confident that such processing is not likely to prejudice your legitimate interests or rights and freedoms.

Where we are processing your personal data on the basis of consent that you have given us, you are entitled to withdraw that consent at any time such that we can no longer rely on it as a basis for continuing to process your personal information.

## **Your rights**

You retain control of how we use your data and you have the right to ask us to stop processing your personal information, which we will do. In some circumstances, we may legally be required to retain your personal information for audit purposes. However, this will be discussed with you depending on your requirements.

Under the General Data Protection Regulation, which is expected to become law in the UK in May 2018, you are also granted a number of additional rights. These include:

- The right to rectification
- The right to erasure
- The right to data portability
- The right to object

## **Changes to this privacy policy**

This policy may change from time to time. If we make any significant changes to this policy, we will publicise these changes clearly on our website or contact you directly with more information.

Please note that this privacy policy will be updated to reflect the requirements of the General Data Protection Regulation, which is expected to become law in the UK on 25 May 2018.

Please do revisit this policy each time you consider giving your personal information to Belu Water Ltd.

Last updated 7<sup>th</sup> February 2018