



# WAYS AND MEANS LTD PRIVACY POLICY

## WHAT DATA IS STORED BY WM

- Personal data including names, contact details, email addresses, images etc. of individuals. (Company contact details such as [exhibitingteam@XXXXXX.com](mailto:exhibitingteam@XXXXXX.com) are not classed as personal data).
- Personal data is only stored in relation to the events we are contracted to work on by our clients - this includes data relating to exhibitors / contractors / sub contractors / Organisers / venues / venue contractors

## FOR WHAT PURPOSE DO WM HOLD DATA

- Data is held for *contractual necessity* (we need the data to be able to fulfill our contract with our clients). Examples as below:
  - o Contacting exhibitors / contractors / venues to ensure the smooth running of the event by sharing of event information.
  - o Customer service for the event
  - o Health & Safety of the event by sharing and collation of relevant documentation and information
- WM are processors of the data held.

## WHERE PERSONAL DATA IS STORED BY WM

- All data is stored in a secure manner on either Sharepoint / Dropbox / Googledrive / Mailchimp

## HOW LONG DO WM INTEND TO RETAIN PERSONAL DATA AND WHEN IS IT DELETED

- Personal data will be retained by WM throughout the event / exhibition planning process and until 12 months after the show has taken place in case of any disputes / complaints that need resolution.
- All exhibitor contact details are deleted within one year after the show takes place, or sooner in some cases.

## HOW IS PERSONAL DATA USED BY WM

- Email / telephone / postal
- All written communications will be sent on behalf of the organisers (our client) – this will be advised in the footer of all emails / written communication.

## UNDER WHAT CIRCUMSTANCES DO WM SHARE DATA WITH OTHER PARTIES

- WM share data with the official event contractors / partners.
- WM will advise official event contractors to ensure they are acting responsibly when using the data and ensure PECR is considered (Privacy and Electronic Communications Regulations) - <https://ico.org.uk/media/fororganisations/documents/1555/direct-marketing-guidance.pdf>

## WM CLIENTS' / ORGANISERS RESPONSIBILITY

- It is the responsibility of the Organiser to time stamp and gain consent from the clients for whom personal data is gathered.
- It is the responsibility of the Organiser to ensure that each client has given their consent for the data to be used and shared with relevant third parties.
- It is the responsibility of the Organiser to provide written consent for WM to
  - o use any data shared with WM for legitimate interest only in relation to the event to which they are contracted to run.
  - o Share personal data supplied by the client with other third parties only for legitimate interest eg event official contractors. The Organiser should clearly stipulate if they do NOT consent to official contractors using the data.