

# Privacy Notice

**Dated: September 2020**

## **1. Who is responsible for managing my information?**

This website is owned and maintained by

### **SIBA (The Society of Independent Brewers)**

Unit 4, The Old Laundry, Fishergreen, Ripon, North Yorkshire, HG4 1NL United Kingdom

("SIBA", "we" or "us").

This is our **Privacy Notice** and it explains how we collect, use, share and protect your personal data.

We are responsible for the collection and proper management of any personal information you give to us. We will keep your personal details secure and use the information you provide consistently with applicable privacy and data protection laws and the terms of this Privacy Notice.

## **2. What information do we collect?**

If you or the organisation for which you work are a **member of SIBA**; if you or the organisation for which you work **apply/applies to become a member of SIBA**; or if you **make queries** with us then we will collect details about you that you provide to us.

In addition, we may handle your personal information if we buy goods and/or services from you or your organisation or if we sell goods (including beer) or provide services to you or your organisation or if we market or sell goods for or on behalf of your organisation.

The information we collect and hold is likely to include your name, contact details, information about your organisation and any additional information we may need to help meet your specific requirements. We also collect website usage information and do this using "cookies". For further information about cookies and how we use them please see our Cookie Policy.

## **3. How do we use your information?**

The information you provide may be used in a number of ways, for example:

- to enable us to process and respond to an application to become a member of SIBA (if you are applying for SIBA membership on your own behalf or on behalf of your organisation);
- to enable us to manage and administer SIBA memberships;
- to enable us to provide membership services to you and/or your organisation;
- to monitor usage of our website(s)
- to answer questions you/your organisation have/has raised;
- for statistical purposes when we evaluate our range of services;

- to personalise repeat visits to our websites;
- to tell you about events we think may be of interest to you or which SIBA members are entitled to attend;
- to update you on matters affecting the brewing industry;
- to tell you about other products and services we think may be of interest to you (see below);
- to manage member service queries;
- to help us to provide details or information you may have requested.
- to buy products (including beer) and/or services from you or your organisation;
- to sell products (including beer) or to provide services to you or your organisation; and
- to market, sell, or organise and administer the sale of, products (including beer) on behalf of you or your organisation.

#### **4. On what legal basis will we process your information?**

We will always process your personal information on lawful grounds and in particular on the grounds set out below:-

##### **Performance of a Contract/Service**

If you are a SIBA member or if you work for a SIBA member we will use your personal information to allow us to provide membership services.

If you are making an application for SIBA membership (whether on your own behalf or on behalf of your organisation) then we will use your personal information to process the SIBA membership application you have made.

If we buy or sell services or goods to or from you or your organisation or sell or market your or your organisation's products then we will use your personal information to fulfil our agreement.

This information is likely to include your name, contact details and payment details, information about your business and any additional information we may need to help meet your specific requirements.

If you do not provide us with the information set out in this paragraph, then we may not be able to provide membership services, to process your application for SIBA membership or to fulfil our agreement with you or your organisation.

##### **Legitimate Interest**

We may use your name and contact details to tell you about our own products and services which we think may be of interest to you. You can ask us to stop doing so at any time.

We may track use of our websites including which intranet pages you visit and which documents you download.

We may use some of your personal information for statistical purposes when we evaluate our range of services.

The above are done on the basis that they are in the legitimate interest of SIBA in providing and improving its services to SIBA members and acting in the interest of its membership generally.

Data privacy law allows this as part of our legitimate interest in understanding our members, marketing our services to them and helping us to provide them with the highest levels of service.

We may also make use of your personal data to the extent required to establish, exercise or defend our legal rights and to take legal advice.

### **Consent**

We may ask your consent to share your name and contact details with selected third parties so that they can tell you about their products and services (such as events or campaigns that may be relevant to you)

We may also ask your consent to share your name and contact details with SIBA members

You can withdraw your consent at any time.

### **Legal Obligation**

We may also use and disclose your personal data for compliance purposes, as required by any legal, regulatory, law enforcement or taxation authority and to the extent that we are required to do so by law or regulation.

### **5. Who will you share my information with?**

In order to provide you with the products and services that we supply we may share your information with:

- other SIBA members (where you have agreed we can do so)
- credit/debit card companies;
- other third parties where we need to do so to deliver services or products or to fulfil requests on your behalf.

Where you have agreed we can do so, we may share your details with selected third parties.

We may also use and disclose your personal data without your permission:-

- (a) in connection with any legal proceedings or prospective legal proceedings,
- (b) to legal, judicial, regulatory, law enforcement and taxation authorities,
- (c) to prevent crime;
- (d) to take legal advice; and
- (e) to establish, exercise or defend our legal rights

### **6. How do you manage my information?**

We may from time to time appoint third party service providers, to help us manage efficient systems within the business.

We will only transfer your information to service providers who help manage our systems where we are satisfied that this is lawful and that adequate levels of protection are in place to protect the integrity and security of any information being processed and in compliance with applicable privacy laws.

## **7. Updating Your Details?**

If you would like to change any of your preferences relating to the way in which we may use your information for direct marketing, then please send an email to [membership@siba.co.uk](mailto:membership@siba.co.uk)

## **8. How long will we hold your information for?**

We have a system of retention periods in place to ensure that your information is only stored whilst it is required for the relevant purposes or to meet legal requirements. Where your information is no longer required, we will ensure it is disposed of or deleted in a secure manner in line with our Policy.

## **9. Your rights**

You have the right to ask us at any time:-

- to confirm whether we hold any of your personal data;
- to send you a copy of any personal data that we hold about you;
- to correct any inaccuracies in your personal data and to add relevant details where the personal data we hold is incomplete;
- to delete (to the extent possible) any of your personal data, where we are required by law to do so;
- to stop processing your personal data, where we are required by law to do so;
- to let you have a portable copy of the personal data we hold about you, where we are required by law to do so;
- to stop processing any of your personal data that we process on the basis of our legitimate interests; and
- to stop sending you marketing material. However please note that we may continue to send you service related (i.e. non-marketing) communications, such as emails relating to your SIBA membership.

We do not use your personal data for the purpose of profiling.

Where we process your personal data on the basis that you have given us your consent to do so then you may contact us at any time to withdraw your consent

If you wish to exercise any of these rights or wish to object to our use of your personal information, please write to us at the address given below.

[membership@siba.co.uk](mailto:membership@siba.co.uk)

## **10. Does the notice apply to linked websites?**

Our websites may contain links to other websites. This privacy notice only applies to this website and to SIBA so when you link to other websites you should read their own privacy policies.

## **11. When do you monitor telephone calls?**

We may from time to time record telephone calls you have with members or our staff for training purposes and to improve the quality of our service.

**12. How do we update this privacy notice?**

We keep our privacy notice under regular review and we will place any updates on our webpage.

**13. Who can I contact if I have queries about this privacy notice?**

You can also contact us directly if you have any questions about our privacy notice or information we hold about you.

Please write to us at [membership@siba.co.uk](mailto:membership@siba.co.uk)

If you are dissatisfied with our handling of any complaint you also have the right to raise concerns with The UK Information Commissioner: <https://ico.org.uk>