

# BGS Transfusion Privacy Policy

BGS Transfusion (Registered Charity 1140378) knows that you care how information about you is used and shared and we appreciate your trust in us to do that carefully and sensibly. This notice describes our privacy policy and forms part of our website terms and conditions ("Website Terms").

**By accepting our Website Terms or by visiting [www.bgs-transfusion.org](http://www.bgs-transfusion.org) ("the Website") you are accepting and consenting to the practices described in this Privacy Policy.**

The Website is brought to you by BGS Transfusion. BGS Transfusion is committed to protecting your personal information (as defined in the Data Protection Act 1998 and The General Data Protection Regulation (EU) 2016/679) and we are committed to giving you a personalised service that meets your needs in a way that also protects your privacy.

This policy explains how we may collect Personal Data about you. It also explains some of the security measures we take to protect your Personal Data and tells you certain things we will do and not do.

When we first obtain Personal Data from you, or when you take a new service or product from us, we will give you the opportunity to tell us if you do or do not want to receive information from us about other services or products (as applicable). You can normally do this by ticking a box on an application form or contract. You may change your mind at any time by emailing us at the address set out below in section 4.

Some of the Personal Data we hold about you may be 'sensitive personal data' within the meaning of the Data Protection Act 1998, for example, information about your disability or dietary requirements.

BGS Transfusion is committed to protecting personal information. This Privacy Policy relates to our use of any personal information we collect from you when you come to one of our conferences or join our mailing list.

## **1 The information we collect**

We may collect Personal Data about you from a number of sources, including the following:

- From you when you agree to take a service or product from us, in which case this may include your contact details such as your email address or telephone number.
- From you when you contact us with an enquiry or in response to a communication from us, in which case, this may tell us something about how you use our services.

## **2 How we use your information**

- Personal Data about our customers is an important part of our business and we shall only use your Personal Data for the following purposes and shall not keep such Personal Data longer than is necessary to fulfil these purposes:
  - To help us to identify you when you contact us
  - To help us to identify accounts, services and/or products which you could have from us.
  - To help us to administer and to contact you about improved administration of any accounts, services and products we have provided before, do provide now or will or may provide in the future.
  - To allow us to carry out marketing analysis and customer profiling (including with transactional information), conduct research, including creating statistical and testing information.
  - To help to prevent and detect fraud or loss.
  - To allow us to contact you in any way (including mail, email, telephone, text or multimedia messages) about products and services offered by us and selected partners unless you have previously asked us not to do so.
  - The information we hold on you will be used to facilitate attendance at the registered event. This will include sharing some booking data for residential delegates with the host site. This enables the host site to accurately allocate overnight rooms.
  - We will use your information to tell you about our conference and other events that may be of interest to you. This is called 'Legitimate Interest'. We guarantee we will not share your information with third parties without your consent.

## **3 Protecting Information**

We have strict security measures to protect Personal Data.

- We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of personally identifiable customer information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.
- It is important for you to protect against unauthorised access to your password and to your computer. Be sure to sign off when you finish using a shared computer.

## **4 How to contact us**

For any questions or concerns relating to this Privacy Policy or our data protection practices, or to make a Subject Access Request, please contact us in one of the following ways:

By email:

[enquiries@bgs-transfusion.org](mailto:enquiries@bgs-transfusion.org)

By post to:

BGS Transfusion, PO Box 3472, Wokingham, RG40 9AL

## **5 Your rights**

Please let us know if your information changes as it is important the details we hold on file relating to you is accurate and up to date.

You are included on our mailing list because you have been to one of our conferences or have expressed an interest in them.

Circulating information to you is a necessary part of promoting our conference but you can ask us to stop sending you this information and remove your details from our files at any time. To request your details to be removed from the mailing list, please email [unsubscribe@bgs-transfusion.org](mailto:unsubscribe@bgs-transfusion.org) or click the unsubscribe link in the email.

You have the right to request a copy of all the personal information we hold about you in a Subject Access Request. To do this, simply contact us at the address given in Section 4. We will take reasonable steps to confirm your identity before providing you with details of any personal information we may hold about you.

## **6 Changes to this Privacy Policy**

We may amend this Privacy Policy from time to time; for example, to keep it up to date or to comply with legal requirements. If there will be any significant changes made to the use of your personal information in a manner different from that stated, we will seek your permission first.