

Privacy Policy

This policy has been updated in line with GDPR regulations, wording may be amended in future, and members will be notified via the website or the notification system when updates are available. [Refer also to BASA's UK GDPR Compliance Statement.](#)

BASA Privacy Policy

BASA's Privacy Policy is devised to help you feel more confident about the privacy and security of your personal details and shows how the BASA intends to process, retain and remove your personal data, and the lawful basis for doing so. It is applicable to any personal information which is given by you or your company to the BASA secretariat.

What data do we process and who is it shared with?

Members

BASA's [Data Protection Mapping document](#) outlines how BASA handles the data included in new member applications, and who the data is shared with. It also applies to existing members, and new contacts that are added throughout a company's membership. Our lawful basis for processing this data is that it is "**necessary for a member's legitimate interests**" and information is sent to members that we feel relevant to a specific role.

Data is only shared with individuals in your company and the BASA Secretariat and is not shared with any non-members or other third parties apart from i) the GrowthZone Membership Management System (MMS) software, ii) the company Smart Marketing Works who assist with event management of the annual BASA Showcase, and iii) the company Quest who provide telephone and website services for members who contact them to receive them. All BASA members have access to the Company profile and directory information that each member company chooses to declare for the annual Handbook and online open directory via their initial membership application and subsequent edits. Most data that is shared is shared directly between the member and the third-party provider and any data collected is only used to provide you with a service you have requested, or to provide information on an event you have booked.

Non-members

New contact data is added to the GrowthZone Membership Management System to receive information that has been requested, and/or information that we feel is of interest to that individual.

*Data processed includes only contact and company name, job role, email address and telephone numbers, and a clear reason why we process and retain that data is recorded. In addition, personal data gathered through **attendance at meetings and events** is retained (eg dietary requirements) and is shared only with organising and event venue staff.*

How can the contact data we hold be viewed, amended or removed?

Members

Members can log in to the Info Hub and view their organisations data under My info and view or amend any contact or company data that we hold, and view the Committees and Contact Groups that we believe are of interest to your role, and which form the basis of the communications sent to you. A request for any data to be removed can be made by emailing: enquiries@basa.uk.com. Such data will usually be removed within three working days but will always be removed within one month of such written request being received.

Non-Members

If you believe we are holding your data as a result of previous or current engagement with the Association, a request for your contact data to be viewed, amended or removed can be made at any time by emailing accounts@basa.uk.com or secretary@basa.co.uk. For any non-member the data held is usually only correspondence information including a name and email address and the company represented.

Newsletters, information about events and other marketing communication will include the option to Unsubscribe from those communications. The Unsubscribe will usually be processed within three working days but will always be actioned within one month of such written request being received.

What data do we retain and what data do we remove?

Any individual associated with a member company member, who has self-registered for the BASA Info Hub can view the data held and can amend their company contacts and profile from the My Information tab on the home screen. The info Hub is accessed by logging in to the members only area on the BASA website. Deleting contacts is only possible by the BASA Secretariat personnel with admin permissions and members should notify enquiries@basa.uk.com as soon as possible after an individual has left a company. The MMS will be updated so that no further information is sent to that person. New contacts should subscribe to the Info Hub by either asking a colleague who has access to add them via My Info>Related Contacts or emailing enquiries@basa.uk.com. Contact data may be retained for up to ten years at which time it will be deleted, unless there is a legitimate reason for its further retention*. This includes data gathered about an individual when they register for a meeting or event.

As above, if a request is received for that data to be deleted this will usually be removed within three working days but will always be removed within one month of such written request being received.

**Such data is available on request from accounts@basa.uk.com or secretary@basa.co.uk.*

What process do we have to secure disposal of personal data?

Once a request has been made to remove contact data, this will be carried out by a member of the BASA Secretariat in the timescales noted above. This will involve permanent deletion from the MMS.

It is the responsibility of both the BASA Secretary and BASA Accounts Officer to ensure GDPR compliance and in case of query, contact enquiries@basa.uk.com or secretary@basa.co.uk in the first instance.

For the purposes of GDPR, BASA is both a Data Processor and Data Controller, and as noted above our lawful basis for processing your data is that “*the processing is necessary for your legitimate interests*” as defined in clause 6(1)(f) of the legislation.

Cookies

You should be aware that information and data may be automatically collected through the use of Cookies. "Cookies" are small text files that store basic information that a web site can use to recognise repeat site visits and as an example, re-call your name if this has been previously supplied. We may use this to observe behaviour and compile aggregate data in order to improve the website, target the advertising and assess general effectiveness of such advertising.

Cookies do not attach to your system and damage your files. If you do not want information collected through the use of Cookies, there is a simple procedure in most browsers that allows you to deny or accept the Cookie feature. Note, however, that ‘personalised’ services may be affected if the cookie option is disabled.

Security

Security is very important to us. Secure Socket Layer (“SSL”) encryption technology is used for protection of information in transit for any sensitive transactions such as payments. Additional security procedures are in place to protect the confidentiality, integrity and availability of Your User information. Your User information will not be kept longer than is necessary for the purposes stated at the collection point or in this Privacy Policy.

Data Breaches

In the unlikely event of a data breach, Members will be notified as soon as we are aware of the breach and provided with details and steps that will be taken.

Notification System

Information, advice and services are provided to Members as part of the membership subscription package, and these are directly accessed via the members only website area and also via a email notification. Members can choose which notifications they wish to receive and the frequency of the emails any time, by logging on to the BASA Info Hub (members only area) and clicking on Forum/Forum Preferences

Other Communication

From time to time, members may receive other communication as part of the day to day running of the work of the association (subscriptions, benefits, payments, working group activity, member company data controller responsibilities to maintain their company data) and this will continue as part of the Association Business.