

Stakeholders – Privacy Notice

1. Introduction

This Privacy Notice describes the types of personal data which may be collected about you, as a stakeholder who has an interest in the work of the London Legacy Development Corporation.

The collection and use of your personal data must be compliant with data protection legislation including the General Data Protection Regulation (2018), the Data Protection Act (2018) and the Privacy and Electronic Communications Regulations (2003). This privacy policy sets out the lawful basis for the collection and use of your personal data.

The Privacy Notice describes the roles and responsibilities of the Legacy Corporation and how to contact us if you have any questions. It also describes what rights and freedoms you have as a data subject.

The London Legacy Development Corporation is committed to protecting your privacy and processing your data so that it is secure and safe.

2. Why Personal Data is Being Collected

Personal data is being collected for a number of reasons including the following:

Notifications – to keep you up to date with projects the Legacy Corporation is working on and changes and developments to the organisation

Events – information about events such as stakeholder meetings and meetings such as Planning and Board meetings

Marketing – updates about events and activities which are happening on the Park and which the Legacy Corporation is working on

3. What Personal Data is Being Collected

Personal Data You Provide Directly

The data which will be collected about you is the Stakeholder Data. This includes:

- First Name
- Last Name
- Job title
- Organisation

- Business email
- Personal email
- Business phone number
- Twitter handle

The data which is added to the Mailchimp system which is used to deliver the quarterly newsletter is the Newsletter Data. This is:

- Name
- Email address

Third parties or publicly available resources

Personal data may be collected about you from third parties. For example from internet searches

CCTV Coverage

A CCTV system is in operation at 1 Stratford Place and your images will be recorded on that system during entrance and egress at Level 10 if you attend meetings or events. This is not monitored in real time and is used for the purpose of safety management and health and safety.

4. Lawful Basis of the Data Collection

Legitimate Interests

There needs to be a lawful basis for the collection of personal data as defined by the General Data Protection Regulation.

The lawful basis which is being used to hold your data and to send you notifications about the work of the Legacy Corporation is legitimate interest. We believe that as a stakeholder, by definition you wish to be kept up to date of the work of the Legacy Corporation. The part of the GDPR which we use to collect this data is Article 6 (1)(e) 'processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

The Legacy Corporation does this based on 'taking into consideration the reasonable expectations of data subjects based on their relationship with the data controller'.

As part of the GDPR compliance you can request that you are removed from the mailing list at any time. Please contact dataprotection@londonlegacy.co.uk

The newsletter which you will be sent will also have details on how to withdraw consent.

5. How Your Personal Data Will Be Collected

Your contact details will be collected in the following ways:

- When you contact the Legacy Corporation by email and express an interest to be kept up to date with what the LLDC is doing
- If you give your business card to a Legacy Corporation employee or representative at an event
- If you provide your contact details in some other way

- Please note – if you provide your data to any member of the Legacy Corporation and ask to be kept up to date, your data will then be provided to the Communications Marketing and Strategy Directorate who manage the stakeholder database

6. Sharing of Personal Data

Your data will not be shared with third parties unless you explicitly give the Legacy Corporation consent to do so. Those third parties are likely to be partner organisations which the Legacy Corporation works with.

However, there may be instances when data will be shared which is outside the control of the Legacy Corporation, for example, legitimate requests from the police, other law enforcement agencies or an event such as a medical emergency.

7. Storage and Management of Your Personal Data

Your personal data will be held by Mailchimp which is an internet based company which specialises in digital mailing lists.

Your data will be held in their databases and systems which are held in the United States under international Privacy Shield arrangements. This is an international standard which complies with UK and EU data protection law and regulation.

Your personal data will be held in accordance with the purpose it was collected for, unless there is a legal reason for keeping it longer.

When your personal data is no longer needed, it will be destroyed or returned to you.

Mailchimp includes tools which may be used to assess how effective communications are between the Legacy Corporation and its stakeholders. These include email tracking which records when an email sent from the Legacy Corporation has been opened and whether links within a message are opened.

8. Access to Your Personal Data and Your Rights

The Legacy Corporation will always work to ensure that the data it holds about you is up to date and accurate and only held for the purpose for which it was collected. It is constantly reviewed.

Data protection law gives you rights in relation to your own data. These are outlined below, but please be aware that these are not necessarily automatic rights. There is a 'right to be forgotten' in general, but in practice, there are other considerations which may mean that data cannot be deleted

Right of notification – how your data is collected and how it is processed are supported through this Privacy Notice

Right to privacy – your data will not be shared with third parties without your consent, unless there is a legal reason to do so, or an event such as a medical emergency

Right of access – you can ask for details of the personal data which is held about you

Right to rectification– you can ask that data is corrected if need be, and if it is incomplete, to be completed

Right of erasure (right to be forgotten) – you can ask that data is deleted and no longer processed if it is no longer necessary to do so. This will be done if possible but there will be instances where personal data cannot be deleted for legal or other reasons

Right to restriction on processing – you can ask that data is not processed

Right to data portability – you can request a portable version of your personal data

Right to withdraw consent – if you have consented to provide personal data – for example, consent for biometric data to be processed, then you can withdraw that consent.

9. Changes to the Privacy Notice

This Privacy Policy may change over time. If there are any significant changes then you will be contacted. No changes to this policy will be made which will adversely affect your rights as a data subject.

This Privacy Notice was last updated on 24 July 2019.

10. Data Controller and Data Processor

The Data Controller is the London Legacy Development Corporation.

The Data Processors are:

London Legacy Development Corporation

Mailchimp

11. Contact Details

If you have any questions about your personal data, or this Privacy Policy, please contact:

dataprotection@londonlegacy.co.uk

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