



DATA PRIVACY POLICY

Issue Number	Effective Date	Amendments	Reason for Amendments



The Institute of the Motor Industry ("We") are committed to protecting and respecting your privacy. This Privacy Policy explains what information we collect from you and how we use it, the conditions on which information will be shared and how your information will be secured.

YOUR PERSONAL DATA

Personal data is information about a living individual which is capable of identifying that individual. Identification can arise from the information in itself or from any other information in the data controller's possession or likely to come into such possession. The Institute of the Motor Industry processes information in accordance with its obligations under the Data Protection Act 1998 (DPA) and the General Data Protection Regulation (GDPR) from May 2018.

WHO ARE WE?

The Institute of the Motor Industry is the professional association for individuals working in the motor industry.

For the purpose of the Data Protection Act 1998 (the Act), the data controller is The Institute of the Motor Industry, Fanshaws, Brickendon, Hertford, SG13 8PQ.

All questions regarding our privacy policy should be directed to the IMI Communications team at comms@theimi.org.uk

WE MAY COLLECT AND PROCESS THE FOLLOWING DATA ABOUT YOU:

Personal information that is capable of identifying you as an individual, including:

- Personal names, postal and billing addresses, telephone numbers, email addresses and other similar contact data.
- Financial and transaction data such as credit or debit card numbers and other bank account information.
- Credentials including passwords, password hints and other security questions and answers.
- Details of individual visits and interaction with the IMI website, and other traffic, location, blogging and communication data.
- Demographic details such as your postcode, age, gender, preferences, interests and favourites.

WHEN WE COLLECT PERSONAL DATA

We obtain information when:

- You complete an online form on our website www.theimi.org.uk, register to use our website, subscribe to services we provide, posting material or requesting further services.
- Apply for memberships and Professional Development (CPD) courses.
- Enter competitions or promotions sponsored by the Institute of the Motor Industry.
- Report technical problems with our website.
- Complete surveys that we use for research purposes, although you do not have to respond to them.



- When you contact us by phone, email or post, we may keep a record of that correspondence.

HOW DO WE PROCESS YOUR PERSONAL DATA?

The Institute of the Motor Industry complies with its obligations under the GDPR by keeping personal data up to date, stored and destroyed securely by not collecting or retaining excessive amounts of data. Personal data will also be protected from loss, misuse and unauthorized disclosure. The Institute of the Motor Industry will ensure that appropriate technical measures are in place to protect personal data. Personal data will be processed lawfully, fairly and in a transparent manner.

HOW YOUR PERSONAL DATA IS USED

- To process IMI membership applications.
- To deal with entries to competitions or promotions sponsored by The Institute of the Motor Industry.
- For billing purposes, such as carrying out transactions and fulfil orders that we receive.
- To ensure that content from our site is presented to you in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service.

MARKETING AND CONSENT

The IMI uses personal data in order to provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes. You will only be sent information for marketing purposes should you consent to receive it, and if having given consent you later change your mind, you are free to remove your consent. If you wish to change your preferences, you can amend your details on our website to remove your consent, or you can contact the IMI at comms@theimi.org.uk and we will change your preferences for you.

WHAT IS THE LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA?

We rely on the explicit consent of the data subject so that we can process your personal data for the purposes listed in this privacy policy.

Processing is also necessary for the performance of a contract and to comply with our legal obligations. We may also collect and use your personal data for the purpose of our legitimate interests as a business, including:

- Responding to your queries
- To carry out direct marketing and to improve our offering of services and products.
- Compliance with contractual obligations to third parties.
- Maintaining our website to improve customer experience.
- Ensuring network and information security.



We will only process personal data on the basis of legitimate interests only if we determine that your interests, rights and freedoms are not overridden by our legitimate interests.

We consider that the benefits described above are not outweighed by your interests or your fundamental rights and freedoms.

Should there be a risk that your fundamental rights and freedoms be affected, we will not process your personal data unless there is a necessary legal obligation for us to do so.

HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We retain your personal data for no longer than is necessary for the purpose(s) for which it was provided. What this means in practice will vary between different types of data. When determining the relevant retention periods, we take into account factors including:

- legal obligation(s) under applicable law to retain data for a certain period of time;
- statute of limitations under applicable law;
- potential or actual disputes; and
- Guidelines issued by relevant data protection authorities.

Otherwise, we securely erase your personal data from our systems when it is no longer needed.

DISCLOSURE OF YOUR INFORMATION

The Institute of the Motor Industry may disclose your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the Companies Act 2006. We may also share your personal data with suppliers and service providers who perform business services for us and act as “processors” of your personal data on our behalf.

We may also disclose your personal data if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to protect the rights, property or safety of our business, our customers or others.

Provided you have given consent in accordance with the GDPR, we will share your personal information with selected third parties including business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.

If you have consented, we may permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by post or telephone. If you do not want us to pass on your details to third parties for marketing purposes, please tick the relevant box situated on the form in which we collect your data.

PROCESSING OF PERSONAL DATA OUTSIDE THE EUROPEAN ECONOMIC AREA (EEA)

As part of the services offered to you, for example through our Website, the information you provide to us may be transferred to and stored in countries outside of the European Economic Area (EEA) as we use remote website server hosts to provide the website and some aspects of our service, which may be based outside of the EEA, or use servers based outside of the EEA - this is generally the nature of data stored in "the Cloud". It may also be processed by staff operating outside the EEA who work for one of our suppliers, e.g. our website server host, or work for us when temporarily outside of the EEA.

A transfer of your personal data may happen if any of our servers are located in a country outside of the EEA or one of our service providers is located in a country outside of the EEA. If we transfer or store your personal data outside the EEA in this way, we will take steps with the aim of ensuring that your privacy rights continue to be protected, as outlined in this privacy policy and in accordance with the DPA and GDPR. If you use our service while you are outside the EEA, your personal data may be transferred outside the EEA in order to provide you with these services.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your data transmitted to our website and any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access.

THIRD PARTY LINKS

You might find links to third party websites on our website. These websites should have their own privacy policies, which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

COOKIES

Our website uses cookies to distinguish you from other users of our website.

A cookie is a small file of letters and numbers that we put on your computer if you agree. These cookies allow us to distinguish you from other users of our website, which helps us to provide you with a good experience when you browse our website and also allows us to improve our site. The cookies we use are "analytical" cookies. They allow us to recognize and count the number of visitors and to see how visitors move around the site when they are using it. This helps us to improve the way our website works and helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

UNDER THE GDPR, YOU HAVE THE FOLLOWING RIGHTS:

- The right to be informed with clear, transparent and easily understandable information about how we use your personal data.
- The right to obtain your personal data.
- The right to request that the Institute of the Motor Industry corrects any personal data found to be inaccurate or out of date.



- The right to request that your personal data is erased where it is no longer necessary for the Institute of the Motor Industry to retain such data.
- The right to restrict processing of your personal data in certain circumstances.
- The right to obtain and reuse your personal data in a structured, commonly used and readable format, known as the right to “data portability”.
- The right to object to us processing your personal data for our legitimate business interests or for direct marketing purposes.
- The right to withdraw your consent to processing.
- The right to lodge a complaint with the Information Commissioners Office.

In order to exercise any of your rights, please use the contact details set out below:

HOW TO CONTACT US:

Email: comms@theimi.org.uk

Write to: The Institute of the Motor Industry, Fanshaws, Brickendon, Hertford, SG13 8PQ.

Call: 01992 511521

FUTURE UPDATES

The Institute of the Motor Industry is continuously reviewing its privacy policy, any changes to our privacy policy in the future will be posted on this page, and where appropriate, notified to you by email.