

Privacy Policy

1. Scope

All data subjects whose personal data is collected, in line with the requirements of the GDPR.

2. Responsibilities

- 2.1 The Data Protection Officer is responsible for ensuring that this notice is made available to data subjects prior to LondonEdge collecting/processing their personal data.
- 2.2 All Employees/Staff of LondonEdge who interact with data subjects are responsible for ensuring that this notice is drawn to the data subject's attention and their consent to the processing of their data is secured.

3. Privacy notice

3.1 Who are we?

LondonEdge produces international lifestyle fashion trade events and associated digital platforms.

Our Data Protection Officer and data protection representatives can be contacted directly here:

- buyers@londonedge.com

The personal data we would like to collect from you is:

Personal data type:	Source:
Full Name	Website, Exhibitors, Buyers, Registration forms, Emails, Telephone
Company Name, Job Title & Postal Address	Website, Exhibitors, Buyers, Registration Forms, Emails, Telephone
Email Address	Website, Exhibitors, Buyers, Registration Forms, Emails, Telephone
Telephone Number	Website, Exhibitors, Buyers, Registration Forms, Emails, Telephone
Information regarding the products and services you sell	Website, Registration Forms, Emails, Telephone

The personal data we collect will be used for the following purposes:

- To allow you entry to LondonEdge.
- To keep you up to date with LondonEdge, it's associated events and products.
- To collect & share statistics on our marketplace with stakeholders.

Our legal basis for processing for the personal data:

- Where you have given consent.

- If we feel there is a legitimate interest in us doing so.

Any legitimate interests pursued by us, or third parties we use, are as follows:

- Where you have registered or attended one of our live events and/or associated platforms.
- As a registrant / participant of one of our interactive sessions.
- Where you have subscribed to one of our related email notices.
- Where you have shown an interest in LondonEdge or associated products by email and/or telephone.

3.2 **Consent**

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified.

Consent is required for LondonEdge to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by emailing: buyers@londonedge.com

3.3 **Disclosure**

LondonEdge will not pass on your personal data to third parties without first obtaining your consent.

3.4 **Retention period**

LondonEdge will process and store your personal data for up to four years since your last interaction with us.

3.5 **Your rights as a data subject**

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that LondonEdge refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in clause 3.6 below.

All of the above requests will be forwarded on should there be a third party involved (as stated in 4.4) in the processing of your personal data.

3.6 **Complaints**

In the event that you wish to make a complaint about how your personal data is being processed by LondonEdge (or third parties as described in 4.4), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and LondonEdge's data protection representatives Data Protection Officer.

The details for each of these contacts are:

	Supervisory authority contact details	[Data Protection Officer (DPO)]
Contact Name:	Information Commissioner's Office	Gemma Hall
Address line 1:	Wycliffe House	Unit 35 Business Box
Address line 2:	Water Lane	3 Oswin Road
Address line 3:	Wilmslow	Braunstone
Address line 4:	Cheshire	Leicester
Address line 5:	SK9 5AF	LE3 1HR
Email:	casework@ico.org.uk	buyers@londonedge.com
Telephone:	0303 1231113	+44 (0) 116 279 5179

3.7 **Privacy statement**

Read more about how and why we use your data here by visiting the website <http://www.londonedge.com>

4. **[Online privacy statement**

4.1 Personal data

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

"any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person".

4.2 How we use your information

This privacy notice tells you how we, LondonEdge, will collect and use your personal data for registration, badging and associated activities relating LondonEdge.

4.3 Why does LondonEdge need to collect and store personal data?

In order for us to provide you with access to information beneficial to your business and provide you with access to our event services we need to collect personal data for the purposes of keeping you informed, allow relevant correspondence and allow admission to our events and associated platforms. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

4.4 Will LondonEdge share my personal data with anyone else?

LondonEdge use Quality Registration Services (QRS) to process data for entry and correspondence to LondonEdge shows and associated events.

4.5 Google Analytics

LondonEdge uses Google Analytics software to collect information about how you use LondonEdge.com and/or Londonedgenow.com, along with our social media platforms. We do this to help make sure the site(s) are meeting the needs of its users and to help us make improvements.

Google Analytics stores information about:

- The pages you visit on Londonedge.com and/or Londonedgenow.com and/or social media platforms
- How long you spend on each site
- How you got to the site
- What you click on while you are visiting the site (s)

Google Analytics does not collect or store your personal information, for example, your name or address. So this information cannot be used to identify who you are.

4.6 How will LondonEdge use the personal data it collects about me?

LondonEdge will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavor to keep your information accurate and up to date, and not keep it for longer than is necessary. LondonEdge is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

Under what circumstances will LondonEdge contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information provided by you and/or collated via public domain will be subject to rigorous measures and procedures to minimise the risk of unauthorised access and/or disclosure.

Can I find out the personal data that the organisation holds about me?

LondonEdge at your request, can confirm what information we hold about you and how it is processed. If LondonEdge does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data.

- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of LondonEdge or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

What forms of ID will I need to provide in order to access this?

LondonEdge accepts the following forms of ID when information on your personal data is requested:

- Passport
- Driving licence
- Birth certificate
- Utility bill (from last 3 months)

Contact details of the Data Protection Officer:

	Data Protection Officer contact details
Contact Name:	Gemma Hall
Address line 1:	Unit 35 Business Box
Address line 2:	3 Oswin Road
Address line 3:	Braunstone
Address line 4:	Leicester
Address line 5:	LE3 1HR
Email:	buyers@londonedge.com
Telephone:	+44 (0) 116 279 5179