

PRIVACY POLICY

WHO WE ARE?

Truro BID is part of Totally Truro, a not-for-profit company limited by guarantee (registered in England and Wales company number 6070111). We are a Business Improvement District (BID) which is a business-led scheme, raising funds locally to be spent locally in accordance with our published Business Plan 'voted in' by the majority of our levy payers in line with BID regulations.

THE DATA WE HOLD

We hold data about our levy payers who under our articles are members of the Totally Truro Company. We also hold data about our Board, Newham BID Committee and our staff. Our levy payers' data is collected primarily through Cornwall Council's ratings list as well as direct communications with our levy payers through email, one to one discussions and social media. We collect data through the Truro BID website if you sign up to our eNewsletter, which is securely held by MailChimp. We do not collect any data through cookies on the Truro BID website – <http://www.trurobid.co.uk>. All data is confidential and securely held.

HOW WE USE DATA

We have a 'legal' responsibility to communicate with our levy paying members in matters associated with the renewal of the BID which takes place every five years; this is because BID schemes are underpinned by government legislation and regulations.

Beyond complying with our legal responsibilities, we also wish to communicate with our levy payers to inform them about what BID projects and services we are delivering on their behalf with their funds, giving them the opportunity to shape these and let them know about topics that may be of interest to them, we have determined that the majority of our communications will be in the levy payers' 'legitimate interest'. Levy payers can withdraw their consent for these communications at any time, with the exception of the BID renewal communications.

We only use data where we have a business-related reason to do so and will always seek consent if we feel that our communications fall outside of our legal responsibilities or the basis for legitimate interest.

We hold data on traders who sell at our Truro Christmas Street Markets, Children's Day and Truro Trend

HOW WE SHARE DATA

We use third party service providers or mail services to help provide support and to communicate to our levy payers, e.g., Weekly Business to Business E News Letter. These include our PR and Marketing Companies who are contracted by the Truro BID to promote our levy paying businesses to the public. Processes and agreements are in place to ensure that your data is protected, kept confidential and only used in accordance with our instructions.

FURTHER INFORMATION

A full copy of our data protection policy is also available on the Truro BID Website. The Truro BID is registered via Totally Truro with the Information Commissioner (ICO) reference ZA163755. We may amend this policy from time to time. If we do so we will post amendments on the website at www.trurobid.co.uk