

BIR PRIVACY NOTICE

BIR takes your privacy very seriously. Please read this privacy notice carefully as it contains important information on who we are and how and why we collect, store, use and share your personal data. It also explains your rights in relation to your personal data and how to contact us or relevant supervisory authorities in the event you have a complaint.

We collect, use and are responsible for certain personal data about you. When we do so we are subject to the [General Data Protection Regulation](#), which applies to the processing of personal data in the context of the activities of an establishment of a controller or a processor in the Union. We are responsible as 'controller' of that personal information for the purposes of those laws.

By submitting any Personally Identifiable Information to us, you consent and agree that we may collect, use and disclose such Personally Identifiable Information in accordance with this Privacy Notice, and as permitted or required by law, and may disclose the information to a third party, such as business partners, or as otherwise authorised under applicable law.

KEY TERMS

We	BIR AISBL is the legal entity responsible for personal data collection, with a principle place of business at Avenue Franklin Roosevelt 24, 1050 Brussels, Belgium.
Our data protection contact	Please contact: privacy@bir.org . Tel : 0032(0)2 627 5770
Personal Data	Any information relating to an identified or identifiable individual

PERSONAL DATA WE COLLECT ABOUT YOU

We may collect and use the following personal data about you:

- Your name and contact information, including email address and telephone number, job title and company/organisation details
- Information to enable us to check and verify your identity, e.g. your date of birth
- We may collect information including your nationality, geographical location such as city, region, or country; gender, age, sector of employment.
- Your responses to surveys, competitions and promotion of events.
- Any special requirements or points of interest you indicate during your registration to events.
- Invoicing, payment information (bank details, VAT number etc.)
- We **do not** collect any sensitive data (i.e. personal data revealing racial or ethnic origin, political opinions, religious¹ or philosophical beliefs, or trade union membership, genetic data, biometric data, data concerning health or data concerning a natural person's sex life or sexual orientation) or personal data relating to criminal convictions and offences.

HOW YOUR PERSONAL DATA IS COLLECTED

We collect most of this personal data directly from you—in person, by telephone, text, email, via our website or exchanged in person on a business card to be later processed digitally by the staff of BIR. Each staff member, as he or she sees fit, may retain the content of specific communications that he or she receives and sends, but we keep this information stored securely. In particular, we may collect information in the following cases:

- If you visit us through BIR's main website (<http://www.BIR.org>) ("Site") or our associated websites such as <https://www.birbarcelona2018.org> or <https://www.birlondon2018.org> or <https://members.bir.org> or <https://mirrors.bir.org> or contact our staff members directly.**
 - We may collect your personal data when you contact us with individual questions via a form to be accessed on our Site or by contacting our staff directly through the email addresses provided on our Site.
 - We may collect your personal data when you contact us for the registration at BIR events.

¹ Except when mentioned on official ID documents transmitted to us

b. **If you are an external stakeholder seeking information about BIR and our activities.**

- We may collect your name and contact information, including but not limited to name, job title, business address, email address and telephone number following the exchange of business cards or when you request orally or in writing to be added to our mailing list.
- We may use your details to contact you about BIR's activities, programmes and events and to organise such activities, programmes and events.
- Your personal information is required to provide services to you. If you do not provide the personal information we ask for, it may delay or prevent us from providing services to you.

WEBSITES AND COOKIES

Cookies are small, often encrypted text files, consisting of a string of characters, that websites store on your computer or mobile device to uniquely identify your browser or mobile device every time you return to the website. Cookies are used to facilitate ongoing access, allow content improvements, and generally enhance your browsing experience.

Our websites use first-party cookies to control functionality and enable services and features such as access to secure areas. No personal data is stored in this process.

We use third-party analytics providers such as Google Analytics to understand how the websites are being used and to help us improve content and services, as well as usability and performance. Google Analytics uses cookies to measure interactions on our websites and report trends about user behaviour. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>

By using our websites, you are agreeing to the use of cookies as described in this policy. Most browsers have built-in privacy settings that allow you to control cookies, including deleting or disabling them altogether. For more information on how to set your browser or mobile device to accept or block cookies, please visit www.allaboutcookies.org or www.youronlinechoices.eu. Please note, however, that if you disable or reject cookies, you may not be able to use some of the functionalities of our websites.

HOW AND WHY WE USE YOUR PERSONAL DATA

Under data protection law, we can only process your personal information if we have a proper reason for doing so, e.g.:

- to comply with our legal and regulatory obligations;
- for the performance of our contract with you or to take steps at your request before entering into a contract;
- for our legitimate interests or those of a third party; or
- where you have given consent such as in the case of specific projects where your data is shared for reporting purposes (for example with the European Commission) and for targeted communications.

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

We do not sell or otherwise disclose personal data we collect about you, except as described in this Privacy Notice or as we disclosed to you at the time the personal data is collected. The table below gives examples of use of your personal data for and our reasons for doing so:

What we use your personal information for	Our reasons
We may share your Personal Data within BIR. Your registration information as a Member may be disclosed to other Members in the context of BIR's activities and events and our Members' extranet.	It is reasonably necessary or desirable for us to disclose your Personal Data in order to carry out the above-mentioned purposes.
We share your Personal Data with BIR events participants. Your registration information as a	It is reasonably necessary or desirable for us to disclose your Personal Data in order to carry out the above-mentioned purposes.

participant to BIR events is disclosed to other participants in the context of BIR's events and the list of participants.	
To provide services to you, we may also share your Personal Data with third party service providers who provide services on our behalf.	For the performance of our contract or to take steps at your request before entering into a contract. These third parties may have access to or process your Personal Data as part of providing services to us.
To prevent and detect fraud against you or BIR.	For our legitimate interests or those of a third party, i.e. to minimise fraud that could be damaging for us and for you. We also reserve the right to preserve and disclose your Personal Data that we believe, in good faith, is appropriate or necessary to (i) take precautions against liability, (ii) protect ourselves or others from fraudulent, abusive, or unlawful uses or activity, (iii) investigate and defend ourselves against any third-party claims or allegations, (iv) protect the security or integrity of the Site and any facilities or equipment used to make the Site available, or (v) protect our property or other legal rights (including, but not limited to, enforcement of our agreements), or the rights, property, or safety of others.
Conducting checks to identify our members and verify their identity. Other processing necessary to comply with professional, legal and regulatory obligations that apply to our organisation.	To comply with our legal and regulatory obligations.
Gathering and providing information required by or relating to audits, enquiries or investigations by regulatory bodies	To comply with our legal and regulatory obligations.
Ensuring business policies are adhered to, e.g. policies covering security and internet use	For our legitimate interests or those of a third party, i.e. to make sure we are following our own internal procedures, so we can deliver the best service to you.
Operational reasons, such as improving efficiency, training and quality control.	For our legitimate interests or those of a third party, i.e. to be as efficient as we can so we can deliver the best service for you at the best price.
Ensuring the confidentiality of commercially sensitive information.	For our legitimate interests or those of a third party, i.e. to protect trade secrets and other commercially valuable information. To comply with our legal and regulatory obligations.
Statistical analysis to help us manage our association, e.g. in relation to financial performance or member satisfaction etc.	For our legitimate interests or those of a third party, i.e. to be as efficient as we can so we can deliver the best service for you at the best price.
Preventing unauthorised access and modifications to systems.	For our legitimate interests or those of a third party, i.e. to prevent and detect criminal activity that could be damaging for us and for you. To comply with our legal and regulatory obligations.
Updating and enhancing member records.	For the performance of our membership or other contract with you or to take steps at your request before entering into a contract. To comply with our legal and regulatory obligations. For our legitimate interests or those of a third party, e.g. making sure that we can keep in touch with our members about existing and new services and events.
Statutory returns; We may preserve and disclose your Personal Data.	To comply with our legal and regulatory obligations. If it is required to do so by law or in the good-faith belief that such action is necessary to comply with applicable laws, in response to a court order, judicial or other government subpoena, warrant or request, or to otherwise cooperate

	with law enforcement or other governmental agencies.
Ensuring safe working practices, staff administration and assessments.	To comply with our legal and regulatory obligations. For our legitimate interests or those of a third party, e.g. to make sure we are following our own internal procedures and working efficiently so we can deliver the best service to you.
Marketing our services to: —existing and former members and stakeholders; —third parties who have previously expressed an interest in our services; —third parties with whom we have had no previous dealings.	For our legitimate interests or those of a third party, i.e. to promote our association to existing and former members.
External audits and quality checks and the audit of our accounts	For our legitimate interests or those of a third party, i.e. to maintain our accreditations so we can demonstrate we operate at the highest standards. To comply with our legal and regulatory obligations.

PROMOTIONAL COMMUNICATIONS AND OPT-OUT

We may use your personal data to send you updates (by email, text message, telephone or post) about our services, including BIR's activities, programmes and events and to organise such activities, programmes and events.

We have a legitimate interest in processing your personal data for promotional and marketing purposes (see above '**How and why we use your personal information**'). This means we do not usually need your consent to send you promotional communications. However, where consent is needed, we will ask for this consent separately and clearly.

We will always treat your personal information with the utmost respect and never share it with other organisations for marketing purposes.

You have the right to opt out of receiving promotional communications at any time by:

- contacting us at « privacy@bir.org ».

We may ask you to confirm or update your marketing preferences if you instruct us to provide further services in the future, or if there are changes in the law, regulation, or the structure of our operation.

WHO WE SHARE YOUR PERSONAL DATA WITH

We routinely share personal information with:

- Third parties we use to help deliver our services to you (such as distribution mailing services, event mailing services, event organisers and suppliers);
- other third parties we use to help us run our organisation, e.g. marketing agencies or website hosts, third parties related to the employment of our staff, including insurance companies, social security services, payment services, travel services;
- third parties approved by you, e.g. social media sites you choose to link your account to or third-party payment providers;
- our banks in relation to our legal statutory obligations under Belgian law.
- participants to BIR Events for networking purpose. The list of participants, including your email address and phone number is shared with registered participants.

We only allow our service providers to handle your personal data if we are satisfied they take appropriate measures to protect your personal data. We also impose contractual obligations on service providers relating to ensure they can only use your personal data to provide services to us and to you. We may also share personal information with external auditors, e.g. in relation to accreditation and the audit of our accounts.

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations. Our Site contains links to third-party websites which are not managed by BIR. Moreover, any personal data you provide on third-party websites is subject to those third-parties' privacy policies. We are not responsible for the practices and policies of such third-party websites.

Your personal data may be disclosed and otherwise communicated to an acquirer, successor, or assignee as part of any merger, acquisition, debt financing, sale of assets, or similar transaction, or in the event of an insolvency, bankruptcy, or receivership in which personal data is transferred to one or more third parties as one of our assets. Usually, data will be anonymised, but this may not always be possible. The recipient of the data will be bound by confidentiality obligations.

WHERE YOUR PERSONAL DATA IS HELD

Personal data may be held at our offices and those of our third-party agencies, service providers, representatives and agents as described above (see above: '**Who we share your personal information with**').

Some of these third parties may be based outside the European Union. For more information, including on how we safeguard your personal data when this occurs, see below: '**Transferring your personal data outside of the EU**'.

HOW LONG YOUR PERSONAL DATA WILL BE KEPT

We will keep your personal data for as long as is necessary:

- to respond to any questions, complaints or claims made by you or on your behalf;
- to show that we treated you fairly;
- to keep records required by law.

We will not retain your personal data for longer than necessary for the purposes set out in this notice.

TRANSFERRING YOUR PERSONAL DATA OUT OF THE EU

To deliver services to you, it is sometimes necessary for us to share your personal data outside the EU, e.g.:

- with your and our service providers located outside the EU;
- if you are based outside the EU;
- with services providers used to provide services to our members' legitimate interests

These transfers are subject to appropriate safeguards as outlined in Article 46 GDPR.

The following countries to which we may transfer personal data have been assessed by the European Commission as providing an adequate level of protection for personal data: USA (under [Privacy Shield](#), adopted on 12 July 2016, allowing for the transfer of personal data for commercial purposes). If you would like further information please contact us at privacy@bir.org.

YOUR RIGHTS

According to the GDPR you have certain right that you can exercise with BIR: Access, rectification, Right to be forgotten, etc. You have the following rights, which you can exercise free of charge:

For further information on each of those rights, including the circumstances in which they apply, please contact us.

KEEPING YOUR PERSONAL DATA SECURE

We have appropriate security measures to prevent personal information from being accidentally lost, used or accessed unlawfully. We limit access to your personal information to those who have a genuine business need to access it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

HOW TO COMPLAIN

We hope that **we** can resolve any query or concern you may raise about our use of your data.

The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in Belgium is the Commission for the Protection of Privacy who may be contacted by telephone at + 32 (0)2 274 4800 or email at commission@privacycommission.be

CHANGES TO THIS PRIVACY NOTICE

This privacy notice was first published on 24 May 2018. We may make periodic changes to this privacy notice. When we do, we will update it on our website. All changes will be effective from the date of publication. However, in the event that any modifications to this privacy notice materially alter your rights or obligations hereunder, we will make reasonable efforts to notify you of the change and, where required by applicable law or as we otherwise deem appropriate, to obtain your consent.

HOW TO CONTACT US

Please contact us by post, email (privacy@bir.org) or telephone if you have any questions about this privacy notice or the information we hold about you.