



## PRIVACY NOTICE

### WEBSITE & CRM PRIVACY NOTICE

If you continue to use The LIA website & CRM you are agreeing to comply with and are bound by the following terms and policies which govern The Lighting Industry Association's relationship between you and The LIA website & CRM system. If you disagree with any of these terms and policies, please do not use this System and contact us to discuss options.

### INTELLECTUAL PROPERTY POLICY

thelia.org.uk belongs to The Lighting industry Association Ltd, a UK registered company. You acknowledge that The Lighting Industry Association Ltd owns all rights to Documents and Services, including without limitation all Intellectual Property Rights and as such The Lighting Industry Association Ltd Rights are protected by the intellectual laws of England and Wales.

### PUBLICITY

Any use of The LIA / ICEL trade names, trademarks, service marks, logos, domain names, and other distinctive brand features ("Brand Features") must be in compliance with this agreement and any use of them requires written approval by the owners.

### WHAT WE COLLECT

We currently collect and process the following information to allow us to provide necessary services:

Name

Email address

Company, including your office location

Telephone number

Images, video, and audio (with consent)

Bank details / credit card details (only where required to process payment)

Online identifiers such as IP addresses and cookie identifiers

For the data we collect via cookies please refer to our Cookies policy section.

### PURPOSES AND LEGAL BASES OF PERSONAL DATA

We collect your personal data:

- for marketing services, we believe might be of interest to you by using the email address you provided to us, provided that you are a client/user and/or there is an established or interest for a commercial relationship between us. If not, we undertake to request your informed consent before processing any of your personal data for specific marketing purposes, as well as for determining correspondence preferences, for example, e-mail, post and social media. You will always have the option to 'unsubscribe' from such communication at any time.



- on the basis of necessity to perform activities in relation to the services we provide to you as described in the website.
- We also collect and process your personal data to comply with applicable laws and regulations, for instance, to protect against fraud, and to otherwise cooperate with law enforcement or regulatory authorities where required.

## **HOW WE GET PERSONAL INFORMATION AND WHY WE HAVE IT**

Most of the personal information we collect is provided to us directly by you, or your employer, for one of the following reasons:

- Sending out industry-relevant information, including monthly and quarterly newsletters via email
- Ensuring access to member-only content on The LIA website
- To process payments
- To administer and maintain membership records
- To notify you of member benefits
- To support registration at LIA events
- For research purposes
- We capture photography, video, and audio to deliver and promote our services (by consent).

The majority of customer personal data is held in our Customer Relationship Management (CRM) system. Our website holds a minimal amount of personal data designed to permit authentication (see our Website Privacy Notice for more information).

We also receive personal information indirectly from the following sources:

## **WHAT IS GOOGLE ANALYTICS?**

We use Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses cookies to help us analyse how users interact with our website. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

## **HOW WE USE GOOGLE ANALYTICS**

The data collected by Google Analytics allows us to see the overall patterns of usage on our site, identify issues and improve the user experience. This information is anonymous and does not include personal data.

## **OPTING OUT OF GOOGLE ANALYTICS**

You can prevent your data from being used by Google Analytics by installing the Google Analytics opt-out browser add-on, which is available at <https://tools.google.com/dlpage/gaoptout>.



## MANAGING AND DELETING COOKIES

You can control and/or delete cookies as you wish – for details, see [aboutcookies.org](http://aboutcookies.org). You can delete all cookies that are already on your device and set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site, and some services and functionalities may not work.

## ONLINE PLATFORMS FOR EVENTS

We use Teams to host online events. You will need to submit personal details such as your name and email address in order to gain access. We enable appropriate security settings to reduce the risk of personal data being misused, and so that unauthorised people cannot access the event. We continually monitor the Teams security protocols to check they continue to meet our, and your, requirements.

We may, from time to time, record online events to allow these sessions to be accessed afterwards. As such, we will:

- Let event participants know at the beginning of each online event that the event will be recorded
- Sometimes share the event video event to our website making it accessible to the general public – we will make attendees aware of this at the start of each event
- Retain chat transcripts (which contain the name that attendees' submit to the Teams platform – their 'display name') as a record of discussion

By taking part in a recorded event, attendees accept the information displayed will be recorded.

## DATA RETENTION AND YOUR RIGHTS

We keep information linked to your account during the term of your subscription/membership but we will keep this information under regular review to ensure we still need to use it. We will disable your account if your account is terminated for any reason. We may then keep limited data about your account for a period in line with our Data Retention Policy.

To determine the appropriate period, we consider the amount of data, its nature and sensitivity, the potential for harm and whether we can achieve our purposes through other means as well as our applicable legal requirements.

Details of our records retention policy is available upon request.

We will regularly cleanse this data, and we will also delete your data on request through we may hold a list of the 'opt out' requests to administer such requests.

Under data protection law, you have rights including:

- Right of Access – you have the right to ask us for copies of your personal information
- Right to Rectification – you have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete
- Right to Restriction of Processing – you have the right to ask us to restrict the processing of your personal information in certain circumstances



- Right to Object to Processing – you have the right to object to the processing of your personal information in certain circumstances
- Right to Data Portability – you have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances

You are not required to pay any charge for exercising your rights. If you make a request, we have one calendar month to respond to you.

## SECURITY

We are committed to ensuring that your personal data is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable procedures to secure any personal data we collect and prevent any violation or breach of the information we hold.

Our systems are provided by a third party, Pixl8, to enable us to fulfil our obligations as a service provider, and they are subject to their own policies as under law. A copy of their privacy notices are available [here](#).

## LINKS

If you follow a link to any other website, we encourage you to keep in mind that these sites have their own privacy policies and that we do not take any responsibility for these policies.

## HOW WE USE COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or personal data, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you do not agree to the use of such cookies, you can block cookies by turning on the browser setting that allows you to refuse all cookies or certain cookies. However, we remind you that this may prevent you from accessing all or parts of the site.

## LAWFUL BASIS

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

 **THE LIGHTING INDUSTRY ASSOCIATION**

Stafford Park 7, Telford,  
Shropshire TF3 3BQ

 [www.thelia.org.uk](http://www.thelia.org.uk)

 [enquiries@thelia.org.uk](mailto:enquiries@thelia.org.uk)

 01952 290905

 @lighting\_IA

 @the\_lia\_uk

 The LIA





- We have a contractual obligation
- Legitimate interests

We rely on two main legal bases for the use of your data. Firstly, that our use is necessary in order to perform our contract with you, and/or your employer. For example, this applies when we use your data to provide you with access to your membership benefits, to fulfil order for the services you have requested, to manage project and technical support, to bill you or your employer, and to run integral support tools, including engagement of essential third-party providers.

Secondly, we rely on the 'legitimate interests' basis where our use of the data has been analysed to be balanced in our interests. This would cover our marketing, business intelligence, and certain sales functions, certain use of our analytics tools, our personalisation of your content, and our engagement of third-party providers to provide any non-essential functions.

### **HOW WE STORE PERSONAL DATA**

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors, and other third parties who have a business need to know.

They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

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