

## PRIVACY POLICY

### CONFIRMATION

This policy describes the personal information the NAPFM Event & The Emergency Fleet Exhibition collect about you, why we collect it, how we use it, and when we share it with suppliers.

The General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) is a regulation by which the European Parliament, the Council of the European Union and the European Commission intend to strengthen and unify data protection for all individuals within the European Union (EU). For the purpose of GDPR the data processors in the United Kingdom are NAPFM Event & The Emergency Fleet Exhibition run under the management of West Mercia Police and Crime Commissioner, Exchequer Services, PO Box 55 Worcester WR3 8SP.

### HOW DO WE COLLECT PERSONAL DATA?

We ask you for your information in the following different ways:

- Register to visit The Emergency Fleet Exhibition (You will have done this online or at The Emergency Fleet Exhibition)
- Complete a sales enquiry form online to find out about exhibiting at The Emergency Fleet Exhibition
- Complete an order form for a stand at The Emergency Fleet Exhibition which will then lead to your inclusion in the NAPFM website [www.napfmevent.org.uk](http://www.napfmevent.org.uk)
- Complete an order form for advertising in Emergency Fleet Exhibition Directory
- Complete a registration form to attend the NAPFM Conference or NSAFT Meeting.

In addition, if you choose to engage in social sharing, such as by connecting your social media accounts to your visitor registration or reader registration, the social media site may share information with us about your use of their services, including profile information, information about your contacts and content you have viewed or liked. Please refer to the social media site's privacy settings to control how your information is shared.

### WHAT PERSONAL DATA DO WE COLLECT?

We ask for the following details from you:

First Name, Last Name, Job Title, Organisation, Address, Telephone and/or Mobile, Email Address

We may also ask you to complete a tick box form to indicate the following:

Type of organisation you work for

Your buying/specifying status

What products/services your organisation buys

Your job role

### WHY DO WE COLLECT THIS DATA?

We collect this information so that we can send you event updates, data about the event either online or in print, to ensure that you are badged correctly when you attend the Show.

When you are visiting The Emergency Fleet Exhibition you will be given a badge to gain entry. Your badge carries a unique barcode. If you allow exhibitors to scan the badge they will receive your contact details. We require that you offer your entry badge to be scanned to gain entrance. If you do not want to give your contact details to an exhibitor do not allow them to scan your badge at the event.

If you are exhibiting or advertising with us we require this information to complete a contract with you and to administer your participation at The Emergency Fleet Exhibition or your advert in the directory. We may also use your information to keep you updated about our forthcoming events and product updates.

### OUR BADGE POLICY FOR THE EMERGENCY SERVICES SHOW

When you register to visit the Show we ask you to agree to the following statement:

I agree that my entry badge will be scanned to gain entrance to The Emergency Fleet Exhibition. I understand that by choosing to allow my badge to be scanned by an exhibitor when at the event, I will be providing the exhibiting company with my personal data. If I attend any other element of the event such as a conference, seminar, meeting, evening event I agree that my badge will be scanned to confirm my attendance, and give me the option to receive a CPD certificate at, or after, the Show. I consent to this personal data being used to contact me about their products or

services and understand that this exhibitor may transfer this data outside of the European Economic Area for these purposes and I consent to such transfer of my data. I also understand and agree that my personal data may be held and used by the organiser of this event, NAPFM, in order to run the event and to improve the event experience for visitors.

### **THE LEGAL BASIS WE RELY ON TO PROCESS YOUR DATA**

We are processing your personal data on the grounds of legitimate interest. This means that we are able to offer you free access to an exhibition or to a print/online magazine that may assist how you carry out your job, or help you find new products/services for your business. Where you have a contract with us for paid services including Exhibition Stand Space or Advertising, your data is being processed on contractual grounds, so that we may offer the service you have paid for.

### **YOUR RIGHTS**

#### *Object to processing*

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please contact [admin@napfmevent.org.uk](mailto:admin@napfmevent.org.uk) or write to us at NAPFM Event Office, A2 Faraday Road, Dorcan, Swindon, Wiltshire SN3 5HQ. We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

#### *What if you wish to complain about data use?*

If you have a concern about an organisation's information rights practices, report it to ICO <https://ico.org.uk> or call the ICO helpline on 0303 123 1113.

### **HOW WE PROTECT YOUR DATA**

We do our best to provide you with a safe and convenient experience. We have in place certain physical, electronic, contractual, and managerial safeguards to help protect the security and privacy of your personal information. Our contracted processors are bound by contract to do the same.

### **HOW WE SHARE YOUR INFORMATION**

We do not sell your data to any third parties.

As a prospective visitor to NAPFM/EFE we share your details with our registration contractor so that you can be presented with a visitor badge at the Show.

As an exhibitor at NAPFM/EFE we share your details with our official event contractors to ensure that we fulfil your stand build requirements.

We can supply you with a full list of data processors.

**Analytics:** We use third-party service providers, including Google, which use cookies and similar technologies to collect and analyse information about use of our websites. You can learn about Google's practices at <http://www.google.com/policies/privacy/partners/>, and opt out by using the Google Analytics Opt-Out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>.

**IP Address:** Your Internet Protocol ("IP") address is a number that is automatically assigned to the computer that you are using by your Internet service provider. An IP address may be identified and logged automatically in our server log files whenever you access our websites, along with the time of the visit and the pages that were visited. Your IP address may also indicate your approximate physical location. Collecting IP addresses is standard practice and is done automatically by many websites, applications and other technologies. We use IP addresses for purposes such as calculating usage levels and diagnosing server problems.

**Legal Requirements:** We may share information about you if necessary or appropriate, in our good faith judgment, to comply with laws or regulations or in response to a valid subpoena, order, or government request, or to protect the operations, privacy, safety, property or rights of NAPFM or others.

**Business Transfer:** In the unlikely event of a sale or merger of NAPFM/EFE, our customers' personal information and other information we have collected as described in this policy may be among the transferred business assets.

### **OUR DATA RETENTION POLICY**

The NAPFM organisation aims to keep your data no longer than five years from your initial sign up or renewal. If you do not renew your contact with us we will archive your data in a secure site.

### **DATE OF PRIVACY POLICY**

The Privacy Policy for The NAPFM Event & Emergency Fleet Exhibition was updated 1st March 2018. This will be reviewed regularly.

### **WHAT ABOUT LINKS TO OTHER WEBSITES?**

If you follow links to other sites from our website your data will be subject to the privacy policies of those sites. You should refer to these policies before providing your data.

### **HOW DO I CONTACT YOU?**

For questions about our privacy policy, to make choices about receiving promotional communications, to update your personal information, or to place an order, you can contact the NAPFM event office by email, telephone, or post:

NAPFM Event Office, A2 Faraday Road, Dorcan, Swindon, Wiltshire SN35HQ.

admin@napfmevent.org.uk Mobile - 07885 353160