

GCVA PRIVACY POLICY 2021

## About this Privacy Policy

Last updated on 28 October 2021

### Who we are

The UK Gift Card & Voucher Association (“GCVA”, “we” or “us”) takes the privacy and protection of your personal information very seriously. The GCVA is a limited company with company number 09864515 and registered at Alpha House, 4 Greek Street, Stockport, England SK3 8AB.

The GCVA is a trade membership body which represents organisations that operate in the gift card industry. We comply with all relevant data protection laws and recognise Personal Data as defined by the EU General Data Protection Regulation (“GDPR”).

We will only use your personal data in a way that is fair to you. We will only collect your personal data where it is necessary for us to do so and we will only collect your personal data if it is relevant to our dealings with you.

This Privacy Policy explains your rights, what information we collect and how we use and protect it.

The GCVA is the data controller under GDPR and the Data Protection Act 2018 incorporating the requirements of GDPR in relation to the processing of your personal data.

### Our commitment and obligations to you

We take the collection, usage and security of your personal data very seriously. Under GDPR, the lawful bases we rely on for processing this information are:

- Where we have a contractual obligation for us to do so in providing appropriate products and services or admitting you to GCVA membership;
- Where we have a legal obligation; and
- By obtaining your consent. You are able to remove your consent at any time. You can do this by contacting [members@gcva.co.uk](mailto:members@gcva.co.uk).

### What personal data we collect and from where

You may give us information about yourself when you become a member of the GCVA and subscribe to our services, when you register to attend an event held by us and when you use our website <http://www.gcva.co.uk/> (“our site”).

When you use our app GCVA Connect, the collection and processing of your personal data is set out in the GCVA Connect’s privacy policy.

### Information we collect about you

When someone visits our site, we use a third-party service to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to various parts of our site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow the service to make, any attempt to find out the identities of people who visit our site.

We use third-party providers MailChimp, to deliver some of our members' events information and Eventbrite to email you event registration confirmations. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our event marketing communications. The statistics we gather is [not] used to identify individuals.

We collect personal data about you when you enrol as a member of the GCVA and/or attend any of our meetings, events and/or GCVA working groups and committees. This may be collected where you have been invited, nominated or otherwise requested to attend one of our meetings, events and/or working groups and committees. This information may include your name, job title, company name, personal description, business and/or personal email address and business and/or personal telephone number(s).

### Why we collect your data

As a business, we must be able to perform our contractual obligations with the best service possible and to be responsive to you to ensure the proper functioning of our products, services and organisation.

### How we use your personal data

We use information about you to carry out our contractual obligations when you enrol as a member of the GCVA, including:

- to allow you to access the restricted areas of our site;
- to provide you with information about events and news that you would expect to receive as a member of the GCVA;
- to provide services and information you have requested from us;
- to inform you about products and services that we believe may be of interest to you and your organisation;
- to improve the products and services we offer to members;
- to manage our relationship and communications with you; and
- to coordinate our meetings and events.

We may use information about you where it is within the legitimate interests of the GCVA to do so. We rely on our lawful bases to:

- manage our relationships and communications with you, such as contacting you when you have registered to attend an event or requested information from us
- invite you to participate in and/or speak at our meetings and events
- handle enquiries from members of the public

In each of the above circumstances, we may contact you by email, post or telephone.

You have a right to stop us from contacting from you for marketing purposes. You may opt out of GCVA marketing communications at any time by contacting us at [members@gcva.co.uk](mailto:members@gcva.co.uk) or for Mail chimp only by clicking the 'unsubscribe' button.

If you no longer want to receive our emails as part of the GCVA service. Please let us know, although this means that you will not be getting the full benefit of the GCVA membership.

### Sharing of your Personal Data

We take your privacy very seriously. We will only share your information where:

- We need to for the purposes of providing you with the products and services you have requested from us.
- We are required to do so by law, for example if we are required to do so by a court order or for the prevention of fraud or other crime.
- We have a legitimate reason for doing so, e.g. to manage risk.
- We have asked you for your permission to share it, and you have agreed.

### Data Retention

We will only keep your personal information for as long as we are either required to do so by law or as is relevant for the purposes for which it was collected.

We maintain a data retention policy to meet GDPR obligations in this respect. We will retain your personal information for as long as you use our services and for a reasonable time thereafter. After you have terminated your use of our services, we will retain your personal information for up to 6 years and thereafter may store it in an aggregated and anonymised format.

Where personal information is not anonymized it is deleted from our database.

Your information is securely stored in the UK.

### Security of your personal data

We will take all steps reasonably necessary to ensure that your data is treated and held securely and in accordance with this Privacy Notice.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

The transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of the data transmitted to our site and any transmission of your data is at your own risk. Once we have received your information, we will take all necessary steps to try to prevent unauthorised access.

Our site may contain links to and from the websites of our member organisations, sponsors, partners and suppliers. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### If you do not want us to collect your personal data

If you do not want the GCVA to collect and use information about you, please do not visit our website, do not attend our meetings and events and do not download available resources.

### Cookies

When you visit our site, we may store some information (known as a "cookie") on your computer. A cookie is a small text file that is stored on your computer, tablet or phone when you visit a website. Some cookies are deleted when you close your browser. These are known as session cookies. Other cookies remain on your device until they expire or you delete them from your cache. These are known as persistent cookies and enable us to remember things about you. Cookies do not contain any personal details about a visitor or their location - they simply identify the computer or device being used. We use cookies to track website performance, to give you a better and more relevant online experience and to provide the products and services you request. You can set your browser to disable cookies.

For further information about cookies, including how to see what cookies have been set, and how to manage and delete them please refer to [www.allaboutcookies.org](http://www.allaboutcookies.org).

### Your rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your 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.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

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

Please contact us at [info@gcva.co.uk](mailto:info@gcva.co.uk) if you wish to make a request.

### Changes to our Privacy Policy

We keep our Privacy Policy under regular review and we will publish any updates on this page, and where appropriate, notified to you by email.

### Your agreement

By submitting information about you to us, you agree to our use of your data and of anyone you represent in the manner set out in this Privacy Policy (as may be amended from time to time, as described above) and you are responsible for ensuring that you have the authority to do this on behalf of anyone about whom you submit information to us.

### Contact

If you have any questions, comments or requests regarding this Privacy Policy, or wish to make a complaint please contact us at:

Gift Card & Voucher Association  
45 Robertson Street  
Hastings  
TN34 1HL

You can also contact us by e-mail at: [info@gcva.co.uk](mailto:info@gcva.co.uk).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:  
Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113  
ICO website: <https://www.ico.org.uk>