

## **Booming Lives - Privacy policy**

This privacy policy sets out how Booming Lives uses and protects any information that you give us. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy policy.

We may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 15th June, 2018.

### **What we collect**

We may collect the following information:

- name and job title
- contact information including email address and phone number
- demographic information such as postcode, preferences and interests
- any information you give us at Booming Lives events
- Photographs and videos organised by us for the purposes of recording events and communication of activities.
- Any dietary preferences.

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our services.
- We send regular emails (Members' Bulletins) about developments in pensions, investing and the transition to retirement.
- We may periodically send emails about special offers or other information which we think you may find interesting.
- If you attend our events we may share your email address with the event sponsor. However, you will be given the opportunity to refuse permission at the time of booking.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email or phone. We may use the information to improve our services to you.

### **Controlling your personal information**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect from you.

We will not allow the information you have given us to be used for direct marketing purposes.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so or you have attended an event and have not withdrawn permission to share your email address.

You may request details of personal information which we hold about you. If you would like a copy of the information held on you please email [richardowen@boominglives.co.uk](mailto:richardowen@boominglives.co.uk)

If you believe that any information we are holding on you is incorrect or incomplete, please email [richardowen@boominglives.co.uk](mailto:richardowen@boominglives.co.uk) as soon as possible. We will promptly correct any information found to be incorrect.

### **Cookies and analytics**

- 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 web page 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 any information about you, 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. This may prevent you from taking full advantage of the website.
- When someone visits us we may use Wordpress Analytics and Google Analytics 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 the various parts of the site. This information is only processed in a way which does not identify anyone.
- We do not make, and do not allow Wordpress or Google to make, any attempt to find out the identities of those visiting our website.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Legitimate Interest for processing**

We process your information under the legitimate interest legal basis. We have carried out a Legitimate Interest Assessment (LIA) to ensure we have weighted your interest and any risks posed to you against the Club's interests ensuring they are appropriate and proportionate. We have identified that the Club's sole interest is the provision of your membership.