

NEXT GEN GM

PRIVACY POLICY

WELCOME TO NEXT GEN GM PRIVACY POLICY

The Next Gen GM respects an individual privacy and is committed to protecting personal data. The Next Gen GM Privacy Policy will inform individuals as to how the Next Gen GM collect and look after personal data when an individual visits the website.

It is important to read the Next Gen GM Privacy Policy to understand how and why the Next Gen GM are using an individual data. The Next Gen GM is the controller and responsible for an individual personal data which the Next Gen GM keep under regular review. It is important that the personal data held is accurate and current plus the Next Gen GM is made aware of any personal data changes during the Next Gen GM and an individual relationship.

NEXT GEN GM DATA COLLECTION

Personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed which is known as anonymous data. The Next Gen GM may collect, store, transfer and use different types of personal data about an individual which is grouped together as below:

- **IDENTITY DATA** including name and job title.
- **CONTACT DATA** including email address, postal address and telephone number.
- **COMMUNICATIONS AND MARKETING DATA** including an individual preference in receiving marketing communications from the Next Gen GM and applicable partners.
- **PROFILE DATA** including an individual feedback, interests, password, preferences, survey responses and username.
- **TECHNICAL DATA** including an individual login data, internet protocol address and other technology on the devices an individual use to access the Next Gen GM website.
- **USAGE DATA** including information about how an individual use the Next Gen GM products, services and the website.

The Next Gen GM collect use and share **aggregated data** such as demographic or statistical data for any purpose. Aggregated data can be derived from an individual personal data but is not considered personal data in law as this data will not directly or indirectly reveal an individual identity. For example, the Next Gen GM may aggregate an individual usage data to calculate the percentage of users accessing the website features. However, if the Next Gen GM combine or connect aggregated data with an individual personal data so that it can directly or indirectly identify an individual then the Next Gen GM treat the combined data as personal data which will be used in accordance with the Next Gen GM Privacy Policy.

Where the Next Gen GM need to collect personal data and an individual fails to provide the data when requested, the Next Gen GM may not be able to perform the full range of products or services offered on the website.

The Next Gen GM use different methods to collect data about and from an individual including through direct interactions and automated interactions. An individual may give the Next Gen GM an individual data by completing forms or by communicating with the Next Gen GM which includes:

- Request marketing communications to be sent to an individual.
- Request products, registrations, services or tickets.
- Request to enter an award, competition, promotion or survey.
- Request to provide the Next Gen GM feedback or communicate.
- Request to subscribe to the Next Gen GM products, publications or services.

If an individual interacts with the website the Next Gen GM will automatically collect technical data about an individual browsing actions, equipment and patterns. The Next Gen GM collect this personal data by using analytics providers, cookies and similar technologies.

NEXT GEN GM PERSONAL DATA PURPOSES

The Next Gen GM will only use an individual personal data when the law allows the Next Gen GM. The Next Gen GM will use an individual personal data when:

- The Next Gen GM need to comply with a legal obligation.
- The Next Gen GM need to perform services or are about to enter or have entered into a relationship with an individual.
- The Next Gen GM need to perform legitimate interests and an individual legal rights do not override the legitimate interests.
- The Next Gen GM has received an individual consent for us to collect and use personal data. The Next Gen GM will request an individual consent before sending third party marketing communications.

The Next Gen GM have set out below a description of all the ways the Next Gen GM plan to use an individual personal data and the legal bases to do so. The Next Gen GM have identified what the legitimate interests are where appropriate.

PURPOSE OR ACTIVITY	TYPE OF DATA	LAWFUL BASIS FOR PROCESSING
TO REGISTER AN INDIVIDUAL AS A NEW MEMBER	a. CONTACT b. IDENTITY	a. PERFORMANCE OF A CONTRACT WITH AN INDIVIDUAL
TO MANAGE THE RELATIONSHIP WITH AN INDIVIDUAL WHICH WILL INCLUDE: a. COMMUNICATING TO AN INDIVIDUAL ABOUT CHANGES TO THE TERMS AND CONDITIONS b. REQUESTING AN INDIVIDUAL TO LEAVE A REVIEW OR TAKE A SURVEY	a. CONTACT b. IDENTITY c. MARKETING AND COMMUNICATIONS d. PROFILE	a. PERFORMANCE OF A CONTRACT WITH AN INDIVIDUAL b. NECESSARY TO COMPLY WITH A LEGAL OBLIGATION c. NECESSARY FOR LEGITIMATE INTERESTS TO KEEP RECORDS UPDATED AND TO STUDY HOW MEMBERS USE PRODUCTS OR SERVICES

TO ADMINISTER AND PROTECT THE BUSINESS AND THE WEBSITE	a. CONTACT b. IDENTITY c. TECHNICAL	a. NECESSARY FOR LEGITIMATE INTERESTS FOR RUNNING THE COMPANY AND TO PREVENT FRAUD b. NECESSARY TO COMPLY WITH A LEGAL OBLIGATION
TO ALLOW AN INDIVIDUAL TO PARTAKE IN A COMPETITION OR COMPLETE A SURVEY	a. CONTACT b. IDENTITY c. MARKETING AND COMMUNICATIONS d. PROFILE e. USAGE	a. PERFORMANCE OF A CONTRACT WITH AN INDIVIDUAL b. NECESSARY FOR LEGITIMATE INTERESTS TO STUDY HOW MEMBERS USE PRODUCTS OR SERVICES AND GROW THE MEMBERSHIP
TO DELIVER THE WEBSITE CONTENT AND MARKETING TO AN INDIVIDUAL AND MEASURE OR UNDERSTAND THE EFFECTIVENESS OF THE MARKETING TO AN INDIVIDUAL	a. CONTACT b. IDENTITY c. MARKETING AND COMMUNICATIONS d. PROFILE e. USAGE f. TECHNICAL	a. NECESSARY FOR LEGITIMATE INTERESTS TO STUDY HOW MEMBERS USE PRODUCTS OR SERVICES AND GROW THE MEMBERSHIP
TO MAKE RECOMMENDATIONS AND SUGGESTIONS TO AN INDIVIDUAL ABOUT PRODUCTS OR SERVICES THAT MAY BE OF INTEREST	a. CONTACT b. IDENTITY c. MARKETING AND COMMUNICATIONS d. PROFILE e. USAGE f. TECHNICAL	a. NECESSARY FOR LEGITIMATE INTERESTS TO DEFINE TYPES OF MEMBERS FOR PRODUCTS AND SERVICES FOR THE MARKETING STRATEGY
TO USE DATA ANALYTICS TO IMPROVE THE MARKETING STRATEGY, MEMBER RELATIONSHIPS, PRODUCTS OR SERVICES AND THE WEBSITE	a. TECHNICAL b. USAGE	a. NECESSARY FOR LEGITIMATE INTERESTS TO DEFINE TYPES OF MEMBERS FOR PRODUCTS OR SERVICES FOR THE MARKETING STRATEGY b. NECESSARY FOR LEGITIMATE INTERESTS TO KEEP THE WEBSITE RELEVANT

NEXT GEN GM PERSONAL DATA AND MARKETING PURPOSES

The Next Gen GM strive to provide an individual with choices regarding personal data uses for marketing. The Next Gen GM may use an individual Contact, Identity, Technical, Profile and Usage Data to form a view on what the Next Gen GM think an individual may want or what may be of interest.

An individual will receive marketing communications from the Next Gen GM if an individual has requested information or used products or services. The Next Gen GM will request an individual express consent before sharing an individual personal data with a third party marketing communications.

NEXT GEN GM MARKETING PREFERENCES

An individual can request the Next Gen GM or a third party to stop sending marketing communications. The Next Gen GM may share an individual personal data with third parties outside of the United Kingdom who provide administration services. The Next Gen GM require all third parties to respect the security of an individual personal data and to treat it in accordance with the law. The Next Gen GM do not allow a third party service provider to use personal data for their own purposes and only permit them to process personal data for specified purposes and in accordance with the Next Gen GM instructions.

The Next Gen GM website may include links to applications, plug-ins and third party websites. Clicking on the links or enabling the connections may allow third parties to collect or share data about an individual. The Next Gen GM do not control the third party websites and are not responsible for their privacy statements and when an individual leaves the Next Gen GM website it is recommended to read the Privacy Policy of every website an individual may visit.

NEXT GEN GM DATA SECURITY

The Next Gen GM have put in place appropriate security measures to prevent an individual personal data from being accessed in an unauthorised way, accidentally lost, altered or used. In addition, the Next Gen GM limit access to an individual personal data to those who have a business need to know and will only process personal data on instructions which are subject to a duty of confidentiality.

NEXT GEN GM DATA RETENTION

The Next Gen GM will only retain an individual personal data for as long as reasonably necessary to fulfil the purpose the data was collected for. The Next Gen GM may retain an individual personal data for a longer period if there is a complaint or there is a prospect of litigation in respect to the relationship with an individual.

NEXT GEN GM DATA RETENTION RIGHTS

Under certain circumstances an individual has rights under data protection laws in relation to personal data. If an individual wishes to exercise any of the rights below contact nextgengm@outlook.com who may charge a reasonable fee if an individual request is excessive, repetitive, unfounded or refuse to comply with an individual request in these circumstances.

- Request access to the personal data.
- Request correction of the personal data.
- Request erasure of the personal data.

- Request processing seizes of the personal data.
- Request restriction of processing the personal data.
- Request right to withdraw consent.
- Request transfer of the personal data.

An individual has the right to make a complaint at any time to the Information Commissioner's Office who are the United Kingdom supervisory authority for data protection issues. However, the Next Gen GM welcome the chance to deal with concerns before an individual approach the Information Commissioner's Office and request an individual contact nextgenm@outlook.com in the first instance.

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