

Digital Radio UK Privacy Notice

Digital Radio UK is committed to protecting your privacy and takes the security of your information seriously. This Privacy Notice sets out the basis on which we will process the personal data that we collect and receive from and about users of our online, email and social media communications, who attend our events, subscribe to our newsletters or contact us with an enquiry.

What information do we ask for, and why?

We only collect, keep, use and share personal data for legitimate business purposes which we explain here below, or if we are legally required to do so. We hold details such as your name and email address and additional information (if you have chosen to share it with us) such as organisation name, location, phone number and social media information.

We do not collect more information than we need to fulfil our stated purposes and will not retain it for longer than is necessary. The purposes we collect your information are to:

- To fulfil our remit as an industry forum, to keep you up-to-date on industry information and to facilitate the exchange of industry knowledge
- The implementation and management of our online, email and social media communications
- Event management

We will be as clear and open as we can with you on what personal data we collect and how it will be processed.

For as long as we maintain records of your personal data, we will keep it up to date and protect it with appropriate safety measures.

How we obtained your data

We hold your personal data information because you have in the past indicated that you wish to be kept informed of developments related to digital radio via our website through the 'Contact us section', Twitter, Facebook, LinkedIn, email or through attending one of our events or workshops.

Digital Radio UK provides its Stakeholders with e-newsletters and updates as we believe you are interested in receiving our updates on digital radio news and events. However, if you have any complaints about them or their content you should email info@digitalradiouk.com.

Any personal information obtained from you by Digital Radio UK be treated in accordance with the Data Protection Act and the Terms of our Privacy Notice.

What we do with your data

The information we ask for is the information we need to keep you informed about developments within the digital radio industry, either through our communications or

events. We will provide relevant information to our partners only with the same purpose. If you have attended one of our events we may hold your image which we use for promotion purposes.

We do not use your personal data for marketing purposes. We will only contact you where we have a 'legitimate interest' in a way which is reasonably expected as part of our business relationship with you. This forms the legal basis of our collection of personal data.

Stakeholders – We use your personal data to contact you with updates on digital radio news and events which you have requested or agreed to receive from us, to invite you to relevant events or meetings that we consider you will find useful, for the administration of your attendance at our events and to contact you about the event and to contact you with surveys and feedback requests after you have attended a meeting or event.

Visitors to our website - When someone visits our website www.getdigitalradio.com we use Google Analytics. Google Analytics is a web analytics service provided by Google, Inc. Google places cookies on your computer, to enable them to provide us with activity reports relating to our website. It collects standard information and details of visitor behaviour patterns to identify data traffic patterns and personalise contents. We do this to find out things such as the number of visitors to 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 Google to make any attempt to find out the identities of those visiting our website. We will make it clear when we collect personal information and will explain what we intend to do with it.

The information generated by Google cookies about your use of the platform (including your IP address) will be transmitted to and stored by Google on servers in the United States. You may refuse these cookies by selecting the appropriate settings on your browser or by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

You may also change the storing of cookies in your browser settings at any time by selecting the function "accept no cookies". However, disabling essential cookies may result in you no longer be able to use the entire functionality of the website.

E-newsletter - We use a third party provider, Mailchimp, to deliver our e-newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter.

WordPress - We use a third party service, WordPress.com, to publish our website. These sites are hosted at xxxxx, which is run by xxxxx. We use a standard WordPress service to collect anonymous information about users' activity on the site, for example the number of users viewing pages on the site, to monitor and report on the effectiveness of the site and help us improve it. WordPress requires visitors that want to post a comment to enter a name and email address.

Social media followers – We receive the following personal data about you if you follow one of our social media accounts: Your account name, gender, general interests, location, age. Our legal basis for processing this data is our legitimate interest in providing social media and marketing content that is of interest to our followers on social media. We use this

Personal Data to provide bespoke social media content and to find out more about our digital community. It will not be shared with any other organisations.

If you send us a private or direct message via social media the message will be stored in our Twitter account.

Consumer Enquiries – If you contact us via the ‘contact us’ page on our website we ask for your name, email, telephone number and postcode. We ask for this information so that we can identify which part of the UK you live in so that we can respond to your enquiry with relevant and accurate information. This information will not be shared with any other organisations.

Data Processors

Here is a list of the third party processors we use to collect, export, process and store personal data on our behalf:

Mailchimp, <https://kb.mailchimp.com/accounts/management/about-mailchimp-the-eu-swiss-privacy-shield-and-the-gdpr>

Microsoft Exchange, <https://privacy.microsoft.com/en-GB/privacystatement>

Twitter, located in the U.S. Privacy Shield Certified.

<https://twitter.com/en/privacy>

Survey Monkey, located in the U.S. Privacy Shield Certified.

<https://www.surveymonkey.com/mp/policy/privacy-policy/>

Wordpress, <https://en-gb.wordpress.org/about/privacy/>

Google Analytics located in the U.S. Privacy Shield Certified.

<https://www.google.com/policies/privacy/>

International Data Transfers

Countries outside of the European Economic Area do not always have strong data protection laws. Our providers are either certified as compliant with the EU-U.S. Privacy Shield Framework where they are located in the USA or they follow data protection regulations applicable in the EEA. To learn more about the Privacy Shield program, please visit www.privacyshield.gov.

How we store and protect information

Only employees and approved contractors/developers who need the information to perform a specific job are granted access to personal information.

We maintain technical and physical safeguards that are designed to protect the security and integrity of your personal data, and to guard it against accidental or unauthorised access, use, alteration or disclosure to unauthorised third parties. These measures include device encryption, firewalls and virus checking procedures.

Where we keep personal data files on local devices these devices are protected and accessible only to authorised employees.

We regularly review our security systems to ensure that your personal data remains safe and secure.

Duration of Storage

Personal data shall be kept for no longer than is necessary for the purposes for which it is being processed. We will maintain records of your personal data for as long as you remain a registered subscriber to our mailing list, a user of our website, an active member of the digital radio industry and have agreed to receive our mailings and for as long as is necessary to provide our updates to you.

Your rights

You can unsubscribe from our communications at any time by clicking 'Unsubscribe' at the bottom of any email you receive from us or by sending your request with detailed instructions to info@getdigitalradiouk.com.

You have the right to access, update, correct and delete the personal information we have about you in our records. You also have the right to request from us all personal information that we hold that relates to you. If you have a complaint about the way in which we use your personal information you have the right to complain to the Information Commissioner www.ico.gov.uk.

Changes to our Privacy Notice

We will keep our Privacy Notice under review. We will update this Privacy Notice from time to time to reflect changes in our business. All such changes will be posted to our website and if we consider it to be appropriate we will notify subscribers of any changes by e-mail.

Contacting us

If you would like to make a request for any personal information we may hold about you or if you have any other queries or complaints in relation to this Privacy Notice our contact details are as follows:

Digital Radio UK, 55 New Oxford Street, London WC1A 0BS

We are a limited company registered in England and Wales (registered no. 05071764)

info@digitalradiouk.com

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