



PRIVACY POLICY

Definitions

York BID Company Limited, York BID or the BID – “we”, “our” or “us”. www.theyorkbid.com - “the Website”.

The following privacy policy applies to information collected by the BID through all available means (including but not limited to online, email and telephone contact).

Business information

The information we collect, and hold includes your organisation’s name, switchboard telephone number and the address of the property that is liable to pay the BID levy.

Personal information

The personal information we gather only extends to the business representative’s mobile telephone number, company and/or personal email address as may be supplied directly by the business representative.

How we use this information

- In the normal course of our business to provide the services you have requested.
- To identify you as a Levy Payer if you contact us in relation to the BID.
- To send you email and postal communications to keep you up-to-date with progress, activities and services.
- For statistical analysis.

Disclosure of information to outside parties

We do not circulate, exchange or sell personally identifiable data to outside parties without your express consent. This does not include trusted third parties who assist us in delivering BID projects and services to you, as long as such parties agree to keep the information confidential. We may also release your information if we believe release is appropriate to comply with the law, enforce policies or protect our rights, property and safety.

Your rights

You can ask us to update or remove any personal information that we hold by emailing info@theyorkbid.com or writing to The York BID Company Limited, The Red House, 1, Duncombe Place, York, YO1 7DT .

General Data Protection Regulations

In line with the new General Data Protection Regulations approved by the EU Parliament on 14 April 2016 and enforceable from 25 May 2018, the York BID has reviewed its consent mechanisms for recording personal data. As recommended by the ICO, moving the forward an “active opt-in” approach will be taken which offers individuals the opportunity to withdraw consent at any time. Note that the York BID company has legitimate reasons for recording and storing data relating to levy paying businesses.

Use of cookies

Cookies are small pieces of information sent to your computer or browsing device when you access a website. These files are not computer programmes and cannot be used to cause damage to your computer. They are often essential to help provide you with a good online experience. By accessing the Website, you agree that cookies can be placed on your device. You can disable cookies by changing your browser settings. However, some areas of the Website may not function correctly without the use of cookies.

Like most websites, we use third party companies, such as Google, to provide analytics software to monitor web visits. In this situation, cookies are used to provide us with information about how people use our site. This information is completely anonymous and is only used to improve the Website. Please consult Google’s information for privacy information relating to these cookies.

The York BID is registered with the ICO as a Data Controller.