

Privacy Notice

A Blueprint for Better Business ('Blueprint', 'we', 'us') is committed to fair, lawful and transparent processing of personal data.

If you have any questions or concerns about how we process personal data, please contact us at enquiries@blueprintforbusiness.com, or write to us at:

A Blueprint for Better Business
12a Charterhouse Square
London
EC1M 6AX

Basis for processing: consent

New EU regulations, the General Data Protection Regulation ('GDPR'), require us to identify the lawful basis for processing personal data with all of those we communicate with. For some of our communications, particularly our newsletter, the basis on which we process personal data (which is anything that could be used to identify an individual, including names and personal email addresses) is consent. This means asking people to explicitly opt-in to receiving communications from us. The regulations also ask us to be more specific about the communications we send you. From now on you will be able to choose which types of communications you would like to receive from us. This means you will only receive communications you feel are interesting or valuable to you. You can do this [here](#). From May 2018, we may be unable to contact you about our work including latest news or events, unless you have told us your preferences.

If you wish to change your preferences at any time in the future, you can do so by clicking 'unsubscribe' in the newsletter, replying to any email you receive from us or emailing enquiries@blueprintforbusiness.org.

We may use third parties to process your data. We will only process your data in the ways that you have consented to, and will only use third parties that are GDPR compliant by May 2018. For our newsletter, we will collect your name and email address. We will transfer your contact information to MailChimp; store your contact information in our MailChimp account; send you marketing emails from our MailChimp account; and track interactions for email marketing purposes. If you consent to receive other communications from us, we may also store other personal data including information about your interactions with us and your role. This information may be provided by you, be publicly available or be communicated through our interactions with you. We may also store your contact details and information about our interactions on Highrise. We will not share your details with any other third party for marketing purposes.

The GDPR provides the following rights for individuals:

1. The right to be informed how Personal Data is processed
2. The right of access to their Personal Data
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object

8. Rights in relation to automated decision making and profiling

You have the right to access the personal data we hold for you, and to correct any errors. A subject access request refers to an individual's right to know what information is held about them and what processing is being carried out.

You have the right to withdraw consent at any time. You also have the right to erasure, meaning we will delete personal data we hold relating to you. In such situations, on the basis of Legitimate Interests, we would retain basic data to identify the individual solely for suppression purposes to prevent further unwanted processing.

Subject access requests, requests for erasure and requests for personal data rectification must all be completed by us within one month of the request date. No fee will be charged. These requests can be made by emailing enquiries@blueprintforbusiness.org or contacting a member of the team directly.

Please bear in mind that if you refuse or withdraw your consent, this may affect our ability to provide services for your benefit.

You also have the right to lodge a complaint with a supervisory authority if you believe that the way we have processed your data is not in line with the Principles of the GDPR.

You are under no statutory or contractual requirement to provide us with personal data and there will be no legal consequences if you choose not to do so.

We do not use your data for automated decision making or profiling.

Basis for processing: legitimate interests

New EU regulations, the General Data Protection Regulation ('GDPR'), require us to identify the lawful basis for processing personal data (which is anything that could be used to identify an individual, including names and email addresses) with all of those we communicate with.

We may process your personal data on the basis of legitimate interests. This means that we may process your personal information for carefully considered and specific purposes which are in our interests and enable us to enhance the services we provide, but which we believe also benefit those whose data we are processing. The purposes for which we process personal data include the following:

- Where the processing enables us to enhance, modify, personalise or otherwise improve the service we provide and our relationships with those we communicate with
- To better understand how people interact with our website so we can improve the experience
- Contacting those we have a relevant and appropriate relationship with for considered and specific purposes, including placing orders with suppliers, reporting to donors, contacting organisations with similar goals to our own, and communicating with those in our network, such as Trustees and members of our Advisory Council, to provide directly relevant information

We may use third parties to process your data. We will only process your data in ways that are justified by the legitimate interests and will only use third parties that are GDPR compliant by May 2018. This includes storing your contact details and information about our interactions on Highrise. We will not share your details with any third party for marketing purposes, nor will we sign you up to

our newsletter without you opting in. If you have signed up separately to our newsletter, please see our policy on processing personal data with consent for further details.

The GDPR provides the following rights for individuals:

1. The right to be informed how Personal Data is processed
2. The right of access to their Personal Data (subject access requests)
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling

You have the right to access the personal data we hold for you, and to correct any errors. A subject access request refers to an individual's right to know what information is held about them and what processing is being carried out.

You also have the right to erasure, meaning you can request that we delete personal data we hold relating to you. In the case of requests for erasure, on the basis of Legitimate Interests we would retain basic data to identify the individual solely for suppression purposes to prevent further unwanted processing.

Processing your personal data on the basis of Legitimate Interests does not require you to opt-in. This does not affect your right to object. If you object to your personal data being processed by us or the way in which it is processed, please email us at enquiries@blueprintforbusiness.org or contact one of the team directly.

Subject access requests, requests for erasure and requests for personal data rectification must all be completed by us within one month of the request date. No fee will be charged. These requests can be made by emailing enquiries@blueprintforbusiness.org or contacting a member of the team directly.

Please bear in mind that if you restrict or object to our processing your data, this may affect our ability to provide services for your benefit.

You also have the right to lodge a complaint with a supervisory authority if you believe that the way we have processed your data is not in line with the Principles of the GDPR.

We do not use your data for automated decision making or profiling.