



## East End Trades Guild - Privacy Policy

Last updated: June 2021

### Introduction

East End Trades Guild (“we”, “our”, “us”) are committed to protecting and respecting your privacy. We are a not for profit organisation established in the United Kingdom with a registered office at 3 St Georges Road, London, United Kingdom, E10 5RH, and for the purpose of the General Data Protection Regulation (the “GDPR”), we are the data controller.

This policy sets out the basis on which we will process any personal data or usage information we collect from you, or that you provide to us, in connection with your use of our website and app (the “Rent Check Service”). Please read this policy carefully so that you understand your rights in relation to your personal data, and how we will collect, use and process your personal data. If you do not agree with this Privacy Policy in general or any part of it, you should not access the Rent Check Service.

### What types of information do we collect and how do we use it?

**Information you give us.** If you choose to register an account on the Rent Check Service, we will collect the following personal data: full name, your business name, phone number (optional), email address, business address, website address (optional), social media details (optional) and password (the “Account Data”). Once you have registered, we then ask for additional commercial rental data to enable us to effectively run this Service (the “Commercial Rental Data”).

As it is in our legitimate interests to be responsive to you and to ensure the proper functioning of the Rent Check Service, we will use your information to:

communicate with you;

verify you as a user of the Rent Check Service;

provide your information to our street reps (‘super-users’ who check and verify the information before adding data to the map for you and other members to view);

facilitate account creation and logon process;

manage your user account;

upload your Commercial Rental Data onto the map of rental data and enable us to provide our rent review processes;

administer and provide services and customer support per your requests; or if you have opted in to marketing, communicate with you about products, services, promotions, events and other news and information we think will be of interest to you.

**Technical usage information.** When you visit the Rent Check Service, we automatically collect the information sent to us by your computer, mobile phone, or other access device. This information includes: your IP address, log and usage data, device information including, but not limited to, identifier, name, and type of operating system, mobile network information and standard web information, such as your browser type and the pages you access on our Rent Check Service.

As it is in our legitimate interests to process your data to provide effective services and useful content to you we collect this information in order to:

ensure content from the Rent Check Service is presented in the most effective manner for you and your device;

monitor and analyse trends, usage and activity in connection with our Rent Check Service and services to improve the Rent Check Service;

administer the Rent Check Service, and for internal operations, in order to conduct troubleshooting, data analysis, testing, research, statistical and survey analysis;

keep the Rent Check Service safe and secure.

### **Do we use cookies?**

We use essential cookies such as functional cookies to collect information about your use of our services. They allow us to enable you to log onto our website during your session. This helps us to improve the services we provide to you and the way the Website works. You can find more information about cookies and how to manage them at <http://www.allaboutcookies.org/>.

### **How do we share your personal data?**

We do not sell, rent or lease your personal information to others except as described in this Privacy Policy. We share your information with selected recipients. These categories of recipients include:

Heroku as the cloud platform located in the Republic of Ireland, to store the personal data you provide;

MongoDBAtlas located in the Republic of Ireland to deploy the database; and

Auth0 as third party authentication provider.

We will share your information with law enforcement agencies, public authorities or other organisations if legally required to do so, or based on our legitimate business interest if such use is reasonably necessary to:

comply with a legal obligation, process or request;

enforce our terms and conditions and other agreements, including investigation of any potential violation thereof;

detect, prevent or otherwise address security, fraud or technical issues; or

protect the rights, property or safety of us, our users, a third party or the public as required or permitted by law (exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction).

We will disclose your information to third parties in our legitimate business interests in the event that we:

sell, buy, transfer, merge, consolidate or re-organise any part(s) of our business, or merge with, acquire, or are acquired by, or form a joint venture or partner with, any other business, in which case we may disclose your data to any prospective buyer, new owner, or other third party involved in such change to our business; or

sell, buy or transfer any business or assets (whether as a result of liquidation, bankruptcy or otherwise), in which case we will disclose your data to the prospective seller or buyer of such business or assets.

### **Where do we store your personal data?**

The information that we collect from you will be transferred to, and stored at/processed in the European Union and the United Kingdom. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this policy. The transfer will be in accordance with the Commission's 'Model Clauses' – which are model contracts for the transfer of personal data to third countries (i.e., the standard contractual clauses), pursuant to Decision 2010/87/EU.

### **The security of your personal data**

Unfortunately, the transmission of information via the internet or email is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your information transmitted through the Rent Check Service or over email; any transmission is at your own risk. Once we have received your information, we will take appropriate technical and organisational measures to safeguard your personal data against loss, theft and unauthorised use, access or modification.

We will, from time to time, host links to and from the websites of our affiliates or third parties. If you follow a link to any of these websites, these websites will have their own privacy policies and we do not accept any responsibility or liability for these policies. Please check these policies before you submit any information to those websites.

### **How long do we store your personal data?**

We will retain your information as follows:

your Account Data for the lifetime of your use of our Rental Check Service, until you delete your account;

your Commercial Rental Data for the lifetime of your use of our Rental Check Service, until you delete any Commercial Rental Data that you provide from our servers;

if you contact us via email we will keep your data for the lifetime of your use of the Rent Check Service;

your technical usage information for 30 days.

[After you have terminated your use of the Rent Check Service, we may store your [information] in an aggregated and anonymised format.]

### **Your rights**

You have the right to ask us for a copy of your personal data; in certain circumstances, to correct, delete or restrict (stop any active) processing of your personal data.

In addition, you can object to the processing of your personal data in some circumstances (in particular, where we are not required to process your data to meet a contractual or other legal requirement). These rights may be limited, for example if fulfilling your request would reveal personal data about another person, or if you ask us to delete information which we are required by law to retain or have compelling legitimate interests in retaining.

To exercise any of these rights, please contact [ [rentcheck@eastendtradesguild.org.uk](mailto:rentcheck@eastendtradesguild.org.uk)]. In addition, you have the right to complain to your applicable data protection supervisory authority.

### **Complaints**

In the event that you wish to make a complaint about how we process your personal data, please contact us in the first instance at [ [rentcheck@eastendtradesguild.org.uk](mailto:rentcheck@eastendtradesguild.org.uk)]. and we will endeavour to deal with your request. This is without prejudice to your right to launch a claim with the Information Commissioner's Office or the data protection supervisory authority in the EU country in which you live or work where you think we have infringed data protection laws.

### **Changes**

Any changes we will make to this policy in the future will be posted on this page. Please check back frequently to see any updates or changes to this policy.

### **Contact**

Questions, comments and requests regarding this policy are welcomed and should be addressed to [ [rentcheck@eastendtradesguild.org.uk](mailto:rentcheck@eastendtradesguild.org.uk) ] .