

## **Privacy Statement of the BIEA**

The privacy and security of your personal information is important to us.

This privacy policy explains how and why we use your personal data. We regularly review this policy and may periodically make changes to this policy, so please check our website for the latest version.

This version of our statement was updated on 13<sup>th</sup> February 2019.

### **Who we are**

In this policy, whenever you see the words ‘we’, ‘us’, ‘our’, ‘BIEA’, this refers to British International Education Association which is registered as a not-for-profit in the UK - reg. no. – 11223545.

The British International Education Association (BIEA) is a not-for-profit organisation with head office in London. Our mission is to promote British education to emerging international education markets, primarily in China, India and UAE, but also in other countries, including Central Europe and Africa. BIEA works to meet the needs and challenges in the international education.

Our address is:  
Berkeley Square House  
Berkeley Square  
London  
W1J 6BD

If you have any questions in relation to this privacy policy or how we use your personal data, please direct these to the above address or email to [info@biea.org.uk](mailto:info@biea.org.uk).

### **How we collect information about you**

As an education association, we collect information that we need to deliver and carry out our educational aims and objectives, these include organising conferences, schools competitions and other related activities.

We will only use your personal data on relevant lawful grounds as permitted by the EU General Data Protection Regulation (GDPR) (from 25 May 2018)/UK Data Protection Act and Privacy of Electronic Communication Regulation (PECR).

### **We collect information in the following ways:**

When you interact with us directly: when you register for an event or a competition or communicate with us about our activities. This includes when you phone us, visit our website, reach out through social media, place an order on our website or get in touch with us in person.

When you interact with us via partners or suppliers working on our behalf: This could be when you participate in an event or competition hosted by BIEA or one of our partners which is managed by us.

When you visit our website: We collect general information about which pages you visit most often, and which events and are of most interest. We use “cookies” to help run our website effectively.

Other public information: We may also use other public information to find out about existing and potential industrial partners. For example, we may research to find drone companies when looking for potential sponsors.

### **What personal data do we collect, and why do we use it?**

#### **Personal Information (adults)**

Personal information we collect includes details such as your name and address, educational institution, email address, telephone number. You will have given us this information, when you register as the lead teacher for the competition, if you are one of our registered ambassadors or if you attend one of our events.

#### **Personal Information (under 19)**

Personal information we collect includes details such as your name, age and educational institution. This information is provided by the lead teacher, when registering teams for the competition or if our events.

If you are attending an event, we ask for food preferences and any specific access requirements.

#### **We will use the information you provide in the following ways:**

To process the registration of a team in the competition.

To process the registration of a team at an event.

To update you with any important administrative details about the competition or conferences.

To keep a record of our relationship and communications with you.

Where you hold a voluntary position with the organisation (e.g. as an ambassador) to administer the arrangement and communicate with you.

To process competition applications.

If you do not provide us with this information, we may not be able to process your application to the competition or give you essential event and other information.

All lead teachers registered for the competition are sent by default, information about all events and the competition.

All conference attendees are sent by default information about conferences.

All marketing will end two years after you first registered, but you can amend your marketing preferences in your profile at any time by emailing [info@biea.org.uk](mailto:info@biea.org.uk).

#### **Sensitive Personal Information**

We do not hold any sensitive personal information.

#### **Bank Information**

We do not normally collect bank or credit card details.

#### **Website information**

We use the information gathered by the browsing information on our website, to ensure that we provide the best service and experience for our community. Wherever possible we use anonymous information that does not identify individual users of our website.

Most information is processed in the UK and European Economic Area (EEA).

#### **Legal basis for using your information**

We will use your personal information where we have your consent or when we need it to fulfil a contractual agreement with you (for example, because you have registered to participate in the competition).

There are other lawful reasons that allow us to process your personal information and one of those is a legitimate interest. This means there is a legitimate interest for the BIEA to process information for the benefit of the STEM education community. Whenever we process your information under the legitimate interest reason, we will make sure we take your rights and interests into account.

Sometimes there is a legal obligation for the Association to process and share data. For example, when the Association is audited or has an inspection it may be necessary to process and disclose data.

### **Marketing communications**

We will only contact you by phone, text message or email with general marketing communications if you have agreed for us to contact you in this manner. If we have your postal address, we may send you information about our work by post, unless you have told us you don't want to be contacted in this way.

When we are organising a competition on a new theme, we will often do research to find individuals and organisations that may be interested in attending, speaking at, or funding one of our events.

We do not normally buy and never sell lists of contacts. We normally research individuals from data that is publicly available, or from personal recommendations. We also may meet people at events organised by us, or other organisations or through telephone conversations, our mobile apps or via websites and public directories, and wish to communicate with them.

Once we have identified potential contacts (and within thirty days of identifying their details), we will contact them, giving them details about our organisation, and our interest in them and invite them to opt-in to receive details from us.

### **Sharing your information**

We do not normally share your information except as detailed in this privacy statement and as follows:

#### **STEM Ambassadors**

STEM Ambassadors are people with STEM backgrounds who have volunteered to assist with the logistics of our events and competitions. All ambassadors with access to young people are DBS checked. Ambassadors are required to agree to keep all confidential and sensitive information securely, to be in communication with only lead teachers and to not communicate directly with young people (unless face to face in supervised areas). They are also obliged not share these details with third parties and to comply with all relevant data protection legislation.

#### **Other**

We may disclose your information if required to do so by law, or to enforce our terms and conditions and other agreements. If you no longer want us to hold or process your data, you can opt out, or ask us to remove your data. If you ask us to remove all your data, we will remove all personal details, leaving only anonymised data in our systems. This could mean that you will not receive all the benefits that you have paid for.

#### **Cookies**

Anyone using our website is consenting to the use of cookies. The detailed cookies policy may be found on the website here – <https://bit.ly/2Bzn9mm>.

### **How we Protect your Information**

We take information and system security very seriously and we strive to comply with our obligations. Any personal data which is collected, recorded or used in any way, whether on paper, online or in any other media, will have appropriate safeguards applied in line with our data protection obligations. Our information is protected by controls designed to minimise loss or damage through accident, negligence or deliberate actions. Our employees also protect sensitive or confidential information when storing or transmitting information electronically. We seek to meet industry standards of good practice; providing a controlled environment that effectively manages risk to the confidentiality, integrity and availability of your information.

### **How Long we Keep your Information**

We will keep your personal information only where it is necessary to provide you with our products or services while you are a customer. We may also keep your information after this period but only where required to meet our legal or regulatory obligations. The length of time we keep your information for these purposes will vary depending upon the obligations we need to meet.

### **Your Individual Rights**

You have several rights in relation to how the BIEA uses your information.

They are:

**The right to be informed** – you have the right to clear and easy to understand information on what personal information we have, why and who we share it with. We explain this in our Privacy Statement.

**A right of access** – you have the right of access to your information. If you wish to receive a copy of the personal information that we hold on you, you may make a data subject access request (DSAR).

**Right to request rectification** – if your data is inaccurate or incomplete you can request that it is corrected.

**Right to Erasure** – you can ask for your data to be deleted or removed if there is not a compelling reason for the BIEA to retain it.

**Right to Restrict Processing** – you can ask that we block or suppress the processing of your personal information for certain reasons. This means that we are still permitted to keep your information but will ensure that we don't use it in the future for those reasons you have restricted.

**Right to Object** – you can object to the BIEA processing your personal data where it is based on our legitimate interests, for direct marketing and if we were using it for scientific/historical research and analysis.

### **How to make a complaint**

We will always strive to collect, use and safeguard your personal information in line with data protection laws. If you do not believe we have handled your information as set out in our Privacy Policy, please contact us and we will do our utmost to make things right. If you are still unhappy you may complain to the UK-ICO on their helpline 0303 123 1113.