



Waterfront BID Newsletter

June 2018 waterfrontbid.co.uk

Dear Waterfront BID Voter,

We're writing to let you know of changes we've made to how we store personal data and have dedicated this month's newsletter to keeping you informed.

You're probably aware of the new General Data Protection Regulation (GDPR) legislation introduced on the 25th May 2018, which requires changes to the way in which personal data is stored and used by companies.

The GDPR applies to both automated personal data and to manual filing systems and for any company found not to be observing the GDPR legislation and therefore in breach of the new regulations, the financial penalties are high.

We have sought guidance from both British BIDs and the Information Commissioner's Office and will be operating in accordance with their requirements for GDPR compliance.

National Business Improvement District (BID) Legislation requires us to store the BID Voter contact information for each individual hereditament (business). We will be storing Voter name, address, email, telephone and mobile details where available.

We are also required under that legislation to contact the BID Voter with information on BID delivery and updates on how BID Levy is being allocated. Therefore, we may continue to legitimately store and use BID Voter contact data.

In all other cases where personal data is stored, we will record and store consent to use that data. Where consent is not obtained we will not store that data.

DATA PROTECTION





Exclusive BID Business Hotline: 01752 712300

Email: waterfrontmanager@waterfrontbid.co.uk | Twitter: @PWPBID | Facebook: [PlymouthWaterfrontPartnership](https://www.facebook.com/PlymouthWaterfrontPartnership)

Your Waterfront BID communications currently include:

- Direct email
- Fortnightly e-newsletters
- Quarterly printed newsletters hand delivered to BID members
- An annual BID Levy bill and BID update on delivery and Levy allocations
- Occasional letters hand delivered to BID members
- Occasional letters mailed to BID members

Going forward we will address direct mail and emails only to the BID Voter. We'll also continue to provide printed newsletters and occasional letters to BID businesses which will be generic and feature no personal data.

We'll address annual BID Levy bills, BID updates, BID brochures, BID Levy allocation information and BID member invitations to events to the BID Voter.

Going forward, we will seek consent from any new stakeholder who engages with the Waterfront BID and store their permissions accordingly.

If you are not the BID Voter but would like to receive our communications you can do so by emailing us with a request via: sky.cole@plymouth.gov.uk.

You can also follow our Facebook and Twitter accounts:



Plymouth Waterfront Partnership



@PWPBID

or stay in touch through the Waterfront BID website:
www.waterfrontbid.co.uk

Alternatively you can complete the form below and return it to either:
Tourist Information Centre (Mayflower Visitor Centre), The Barbican.
Or Ballard House, West Hoe Road, Plymouth PL1 3BJ.



Please send me Waterfront BID communications from the Plymouth Waterfront Partnership:

Name: _____

Business Name (if applicable): _____

Address: _____

Email: _____

Mobile: _____

Tick to receive: Emails ☐ Fortnightly E-newsletters ☐ Printed newsletter ☐ Letters ☐