

Privacy Notice

Who We Are

VirtualPie Limited (trading as BHR Group) ('we' or 'us' or 'our') gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection Regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

VirtualPie's registered office is at **The Fluid Engineering Centre, Cranfield, Bedfordshire MK43 0AJ, United Kingdom** and we are a company registered in England and Wales under company number **07274578**. We are registered on the Information Commissioner's Office Register registration number **Z3563176**, and act as the **data processor**. Our designated Data Protection Officer/Appointed Person for the organisation is **Peter Howe**, who can be contacted at **The Fluid Engineering Centre, Cranfield, Bedfordshire MK43 0AJ, United Kingdom, tel: +44 (0) 1234 750 422**.

Information That We Collect

We process your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

The personal data that we collect from you is: -

- Name
- Prefix
- Business Address
- Email Address
- Contact Telephone Number

Where relevant we may have also collected:

- Payment Card details (although please be aware we will not hold such information for any longer than necessary to process your transaction)
- Delivery address(es) and/or Billing address(es)
- Email preferences
- Details of goods and services purchased by you

We collect information in the following ways: -

- When you complete an online form
- When you contact us to register for a conference or training event over the telephone or by email
- When you register for a conference or training event online
- When you respond to a survey we provide to you

How We Use Your Personal Data

We take your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the purpose(s) specified in this notice. Where you have consented to us providing you with

promotional offers and marketing, you are free to withdraw this consent at any time. ***The purposes and reasons for collecting, storing and processing your personal data are detailed below: -***

- To fulfil our obligations under a contract with you and to otherwise carry out our business
- Processing your payments (although please be aware we will not hold your payment details for any longer than necessary to process your transaction)
- Contacting you with any important information in relation to your purchase of services including confirmation of your orders, reminders, details of any changes, delays or other information relevant to your contract or booking
- As part of our legal obligation for business accounting and tax purposes
- Where it is in our legitimate interest to do so, to identify and contact individuals who are in a position to use our services

Your Rights

You have the right to access any personal information that we process about you and to request information about: -

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to correct it as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing in accordance with the data protection laws; as well as to object to any direct marketing from us; to exercise your data portability rights, and to be informed about any automated decision-making we may use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

Sharing and Disclosing Your Personal Information

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement. We may use a third-party to provide certain services and business functions in order to meet our business and legal requirements; however, all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

Safeguarding Measures

We take your privacy seriously and take every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, including: -

- restricted access
- IT authentication
- Firewalls
- anti-virus/malware

Transfers Outside the EU

Personal data in the European Union is protected by the General Data Protection Regulation (GDPR) but some other countries may not necessarily have the same high standard of protection for your personal data.

We utilise some products or services that may be hosted/stored in non-EU countries, which means that we may transfer any information which is submitted by you outside the European Economic Area ("EEA") for marketing and customer service purposes. Therefore, the personal information you submit may be stored on servers which are hosted in non-EU countries. Where this is the case, we will take steps to ensure that those providers use the necessary level of protection for your information and comply with the relevant data protection laws. We use the following cloud-based software:

- Microsoft Dynamics 365 CRM database
- MailChimp email marketing database
- Eventsforce conference organization database

Consequences of Not Providing Your Data

You are not obligated to provide your personal information to us, however, as this information is required for us to provide you with our services and for legitimate interests, we will not be able to offer some/all our services without it.

Legitimate Interests

As noted in the *'How We Use Your Personal Data'* section of this notice, we occasionally process your personal information under the legitimate interests' legal basis. Where this is the case, we have carried out a thorough Legitimate Interests' Assessment (LIA) to ensure that we have weighed your interests and any risk posed to you against our own interests, ensuring that they are proportionate and appropriate.

How Long We Keep Your Data

We only ever retain personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We keep your personal information as long as necessary for the legal purposes set out above. Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Marketing

Occasionally, we would like to contact you with information relating to the products and services that we provide. If you consent to us using your contact details for these purposes, you have the right to modify or withdraw your consent at any time by using the opt-out/unsubscribe options or by contacting us directly. Such information will be relevant to you as a customer, is non-intrusive and you will always have the option to opt-out/unsubscribe at any time.

Lodging A Complaint

We only process your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

BHR Group

Peter Howe

The Fluid Engineering Centre, Cranfield, Bedfordshire MK43 0AJ, United Kingdom

Tel: +44 (0) 1234 750 422

Cookie Notice

A '*cookie*' is a small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing. When you visit a site that uses cookies for the first time, a cookie is downloaded onto your computer/mobile device so that the next time you visit that site, your device will remember useful information such as items added in the shopping cart, visited pages or logging in options.

Cookies are widely used in order to make websites work, or to work more efficiently, and our site relies on cookies to optimise user experience and for features and services to function properly.

Most web browsers allow some control to restrict or block cookies through the browser settings, however if you disable cookies you may find this affects your ability to use certain parts of our website or services. For more information about cookies visit <https://www.aboutcookies.org>.