



## Privacy Policy

September 2018

## Table of Contents

	Page
1. Introduction	2
2. Purpose of this Privacy Policy	2
3. What we collect	2
4. Using your personal information	3
5. Disclosures	3
6. Security	3
7. Children	4
8. Email policy	4
9. Changing your subscription preferences	4
10. Tracking	4
11. How we use cookies	5
12. Links to other websites	5
13. Controlling your personal information	5
14. International transfers	6
15. Privacy notice amendments	6
16. Your rights	6
16.1. Right to object to direct marketing	6
16.2. Right to update or correct information	6
16.3. Right to be forgotten	6
17. Retention of personal information	6
18. Third-party websites	7
19. Contact	7

## 1. Introduction

Welcome to the South Tees Development Corporation's privacy policy.

The South Tees Development Corporation respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

This privacy policy is provided in a layered format so you can click through to the specific areas set out above.

## 2. Purpose of this Privacy Policy

This privacy policy sets out how South Tees Development Corporation (STDC) uses and protects any personal information that you give when you use the STDC website.

South Tees Development Corporation is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance within this privacy statement.

South Tees Development Corporation may change this policy from time to time by updating this page. You will be notified via email should any changes be made. You will always have the option to unsubscribe from communications. This policy is effective from 26<sup>th</sup> September 2018.

## 3. What we collect

Overall, we may collect, store and use the following kinds of personal information:

Information about your computer, your visits to and use of this website (including your IP address, geographical location, browser type, referral source, length of visit, entry & exit points and number of page views).

Information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any purchases you make of our services

Information that you provide to us for the purpose of subscribing to our mailing lists (including name and email address).

Information about how you interact with our emails (including opens, clicks and preference information).

Any other information that you choose to send to us.

This information will be stored in our CRM application which is only accessible by authorised South Tees Development Corporation Employees.

## 4. Using your personal information

Personal information submitted on this website will be used for the purposes specified in this privacy notice or in relevant parts of the website. We may use your information to:

- Administer the website
- Improve your browsing experience by personalising the website
- Enable your use of the services available on the website
- Send you services purchased via the website
- Send statements and invoices to you, and collect payments from you
- Send you general (non-marketing) commercial communications
- Send you email notifications which you have specifically requested
- Send you our newsletter and other marketing communications relating to STDC, where you have specifically agreed to this (you can inform us at any time if you no longer require marketing communications)
- Deal with enquiries and complaints, made by you, relating to the website

We will not provide your personal information to any third parties for the purpose of direct marketing without your express consent.

## 5. Disclosures

We won't sell or rent information about you. We may disclose information about you to any of our employees, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this privacy policy. In addition, we may disclose information about you:

- To the extent that we are required to do so by law
- In connection with any legal proceedings or prospective legal proceedings
- In order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk)
- To the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling

Except as provided in this privacy notice, we will not provide your information to third parties.

## 6. Security

We endeavour to use appropriate technical and physical security measures to protect personal information which is transmitted, stored or otherwise processed from accidental or unlawful destruction, loss, alteration, unauthorised disclosure of or access, whenever this is collected in connection with our services.

In particular, we endeavour to implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk, including as appropriate:

- Pseudonymisation (such as where data is separated from direct identifiers so that linkage to an identity is not possible without additional information that is held separately) and encryption
- Ensure the ongoing confidentiality, integrity, availability and resilience of systems and services used to process your personal information

- Ensure the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident
- Ensure a process for regularly testing, assessing and evaluating the effectiveness of technical and organisational security measures

If there is a breach of security involving your personal information which we are concerned will involve risks to you, we shall, without undue delay, work to mitigate those risks and contact you and/or the data privacy supervisory authority in accordance with applicable laws.

## 7. Children

Our websites are not intended for children and we do not knowingly collect data relating to children.

## 8. Email policy

We send emails to customers and mailing list subscribers. You control what communications you receive and can unsubscribe from mailing lists at any time by using the link in the email received. South Tees Development Corporation maintains a strict opt-in policy in regard to its email communications. We only send email to individuals who have subscribed or as part of an ongoing relationship we have with an individual or business.

Your right to control what communications, if any, you receive from STDC is important to us. The information below will assist you in understanding the different options you have, and how you can notify us of changes in the communications you wish to receive or to unsubscribe in general.

Though we may include announcements from partners or other third parties in some communications, we do not provide email addresses to third parties.

If you believe you have received unwanted, unsolicited email sent via this system or purporting to be sent via this system, please forward a copy of that email with your comments to [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com) for review.

## 9. Changing your subscription preferences

You can update your communications preferences at any time by following the convenient links located at the bottom of our emails. Requests submitted in this manner are processed and effective immediately.

You may email [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com) with your unsubscribe request. Please be aware that unsubscribe requests submitted in this manner will take longer to process and will not be effective immediately.

## 10. Tracking

When we send you emails, we may include a tracking image and web analytics code to allow us to determine the number of people who have interacted with our emails. When you click on a link in an email, we may record this individual response to allow us to customise our offerings to you. This tracking collects only limited information such as webpage viewed, time and date.

## 11. How we use cookies

The STDC website uses cookies, including analytics, to help gather usage and performance information about our web pages, this helps us analyse the performance and website usage. A cookie consists of information sent by a web server to a web browser, and stored by the browser.

The information is then sent back to the server each time the browser requests a page from the server, this enables the web server to identify and track the web browser.

STDC may use both session and persistent cookies on the website. We will use the session cookies to keep track of you whilst you navigate the website. We will use the persistent cookies to enable our website to recognise you when you return. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

STDC use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking Tools → Internet Options → Privacy → Block all cookies, then using the sliding selector. Blocking all cookies will, however, may have a negative impact upon the usability of many websites, including this one.

For more information regarding our use of cookies, please see our Cookie Policy.

## 12. Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## 13. Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com).

You will also always have the option to unsubscribe from communications via the link at the bottom of each email.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting however your details will not be passed on to these third parties.

#### 14. International transfers

We do not transfer your personal data outside the European Economic Area (EEA). Unless explicitly specified, your data will not be transferred outside the European Economic Area (EEA). In the event that a data transfer is made, appropriate technological safeguards will be put in place.

#### 15. Privacy notice amendments

This privacy notice will be updated from time to time and the latest version will always be on our website. If significant changes are made which may impact you, we will also notify these changes in advance via email.

#### 16. Your rights

You can instruct us to provide you with any personal information we hold about you by emailing your request to [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com) or by writing to us at: Data Protection Officer, South Tees Development Corporation, Teesside Management Offices, Redcar, TS10 5QW.

##### 16.1. Right to object to direct marketing

You can instruct us not to process your personal information for marketing purposes by email at any time by using the unsubscribe link in a marketing email you receive or by emailing [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com) with your request.

##### 16.2. Right to update or correct information

Please let us know if the personal information which we hold about you needs to be corrected or updated by emailing [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com).

##### 16.3. Right to be forgotten

You have the right to ask us to delete the personal information that we have about you by emailing [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com).

#### 17. Retention of personal information

We will retain your information for the period necessary for the purposes for which the data was collected or for which it is to be processed further, whichever is the longer.

## 18. Third-party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

## 19. Contact

The website is owned and operated by South Tees Development Corporation.

We are a statutory body and you can write to us at our office:-

Data Protection Officer  
South Tees Development Corporation  
Teesside Management Offices  
Redcar  
TS10 5QW

Website: [www.southteesdc.com](http://www.southteesdc.com)

Email: [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com)

Data Protection Officer: [enquiries@southteesdc.com](mailto:enquiries@southteesdc.com)

If you wish to complain about the use of your personal data you can contact the Information Commissioner's Office at the below address:

ICO  
Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF  
[www.ico.org.uk](http://www.ico.org.uk)