

# NetZero - Privacy Policy

This privacy policy will help you understand how Brunel University of London, Park Royal PBIAA Net-Zero Food Supply Chains programme uses and protects the data you provide to us when you visit and use [<https://parkroyalnetzero.co.uk/>] ("website"). We are committed to ensuring that your personal data is held and managed securely and in accordance with your preferences.

We collect and process the following Personal data from or about you as a user of our website or services or as a private member, client, speaker, delegate, event attendee or subscriber to our newsletter:

- Personal Data collected directly from you as a subscriber to our newsletter which may include contact details such as full name, job title, company, and email address;
- Personal Data collected automatically from the use by you of the Site. The data transmitted from your browser includes your IP address, the date and time of the visit the page accessed, the access status/HTTP status code, your browser, your operating system and interface, as well as the language and version of the browser software;
- Personal Data collected directly from you through the membership process which may include contact details such as full name, job title, company, email addresses. We will NOT take any credit or direct card numbers and will NOT use any secure online payment platform for processing. The membership access is provided on a discretionary basis;
- Personal Data collected directly from you as a sponsor which may include contact details such as full name, job title, company, postal address, telephone number, email address in relation to our services;
- Personal Data collected directly from you through the delegate or as a participant of any event Park Royal PBIAA Net-Zero Food Supply Chains programme which may include contact details such as full name, job title, company, postal address, telephone number, email address in relation to our services;
- Personal Data received directly from you by email, telephone call or by business card at networking events, conferences or from third parties acting on your behalf or from supplier invoices;
- Personal Data we receive from other sources. We may receive further information about you if you use any of the services we provide. We work closely with third parties (including, for example, business partners, service providers) and may receive information about you from them. We may combine information we receive from these other sources with information you give to us and information we collect about you;
- We receive the following Personal Data about you if you follow one of our social media accounts (e.g. LinkedIn) which may include your account name, gender, general interests, location, age.

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements that are required.

## How and why we collect personal information

Where you have requested that we provide any of our services to you, or you otherwise make use of those services, we will process your Personal Data in order to perform our contract with you and provide those services to you.

We also use the Personal Data we hold about you to pursue our legitimate interests in providing and marketing our services to you, improving our website, services and interactions with you and other users of our services in the following ways:

- To provide you with information about the services that you request from us;
- To provide you with information about other projects or services we offer that are similar to those that you have already enquired about;
- To contact you with sales and sponsorship opportunities for exhibition, programme or events;
- For the administration of your membership, use of our websites and services, registrations and attendance at our events and to communicate with you regarding the same by telephone, email or other electronic means;
- To contact you with surveys and feedback requests (for example relating to an event you attended);
- To notify you about changes to our services;
- Ensure that content from our website is presented in the most effective manner for you and your device;
- Aggregate it on an anonymous basis with other data for data analytical and reporting purposes;
- To administer our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- To build up a picture of your interests so that you do not miss information relevant to you when you visit our Site;
- To improve the service, we offer you and to try and ensure that you get the best from our Site in the short term, for example by providing you with relevant search results;
- To improve the service, we offer you and to try and ensure that you get the best from our Site over the longer term, for example by understanding how you and other users interact with our Site;
- To allow you to participate in interactive features of our service, when you choose to do so;
- As part of our efforts to keep our Sites safe and secure;
- For training and quality purposes;
- To check any instructions, you give to us and for the purposes of investigating any complaint you may make, or as evidence in any dispute or anticipated disputes between you and us.

In some cases, we may also use the Personal Data we hold about you to comply with our legal obligations, or enter into or perform a contract with you. We may also send you direct marketing communications (for example, by email). We will ensure that we have your consent for this if the law requires us to do so. You can withdraw this consent and/or unsubscribe from receiving these communications at any time as described in the Direct Marketing section below.

## **Direct marketing**

We may send direct marketing communications to you, including by email or LinkedIn. We will ensure that we have your consent for this if the law requires us to do so.

Whenever you receive direct marketing from us you will be told how you can unsubscribe so that you no longer receive it. When we communicate with you via email, you will also be given the opportunity to set or amend any preferences you have indicated. You can do this at any time by following the link in the footer of the last email you received from us ("Update your subscription preferences" or "Unsubscribe") or by sending your request to [ParkRoyal@brunel.ac.uk](mailto:ParkRoyal@brunel.ac.uk) with detailed instructions for our team.

You can also withdraw any consent to receive marketing communications that you have given us. You can do this by contacting us using the details the same details as specified above.

Please provide us with your full name, email address and other contact details to enable us to find your records. Sometimes we may also need to contact you further to ask you for additional information so that we can comply with your request.

## **Data sharing**

We do not sell your Personal Data and will only share your Personal Data with third parties as stated in this Privacy Notice. We review all our relationships with third parties carefully so that we can be sure as possible that their practices match our own commitments to you relating to privacy and security. We also comply with the Data Protection Legislation in our dealings with these third parties to ensure that your information is appropriately protected.

Disclosure of your Personal Data to others may be necessary to ensure the smooth provision to you of the services and information you request. Your Personal Data may be disclosed to the other entities as described below.

We may share your Personal Data with selected third parties including:

- Business partners, suppliers, and sub-contractors for the performance of any contract we enter into with you;
- Analytics and search engine providers that assist us in the improvement and optimisation of our website;
- IT and software providers who supply us with our IT infrastructure for the provision of our services and administering our business (including our internal and external communications) and who also help us manage our customer and contact databases, customer relationships and marketing.

We may disclose your personal information to third parties if:

- We are under a duty to disclose or share your Personal Data in order to comply with any legal obligation, or in order to enforce or apply any contract with you and other agreements; or to protect the rights, property, or safety of Brunel University of London, our businesses, students, staff or others.

Please note that the University has no control over, or responsibility for, the privacy policies of third-party websites which may be accessed from Park Royal Net Zero own website. Once you have left our website, the Park Royal PBIAA Net-Zero Food Supply Chains privacy policy no longer applies.

### **Social media and Third-Party websites**

Our websites may also include social media features (e.g., share or like buttons). Such features are provided by third-party social media platforms such as LinkedIn. Where data is collected this way, its processing is governed by the privacy policy of the respective social media platforms.

Our websites may sometimes contain links to and from the websites of our partner networks, advertisers, and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## Sharing of your personal data with any third party

We only share the personal data that you provide us as part of this privacy notice where it is necessary and proportionate to do so. *[delete as appropriate]*

We will share your data internally for the following reasons:

- To assign you with a staff/team member who would be best person to support you with our projects or services.
- To ensure the smooth provision to you of the services and information you request.
- We will share your data with Brunel College of Engineering, Design and Physical Sciences – Centre of Sustainable Energy in Food Chains (CSEF) to provide you with programme information and applicable services;
- We will share your data with Brunel Business School (BBS) to provide you with information and applicable services or project support;
- We will share your data with Brunel Marketing, Communications and Recruitment (MCR) team to provide you with information on any events, and/or project related promotional activities;

We will share your data externally with the following trust third parties:

- **West London Business Ltd** (civic project partner) to provide you with information on any project related activities, events, your involvement with the project where applicable.
- **Harper Adams University** (Co-Investigator on the project) to provide you with information on any project related activities, events, your involvement with the project where applicable.
- **Engineering and Physical Sciences Research Council** (Research Grant Funding body) to provide you with information on any project related activities, events, your involvement with the project where applicable.

## Lawful bases for processing personal information

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are: *[delete as appropriate]*

- (A) Your Consent. You are able to remove your consent at any time.  
You can do this by contacting [ParkRoyal@brunel.ac.uk]
- (B) We have a legitimate interest to provide support and services for users and members of the Park Royal Net Zero Community.

## How your personal information is stored

### **Where we store your Personal Data**

Wherever possible, we will store personal data within UK or in data centre located within the European Union or European Economic Area. In some cases, we may use suppliers who run their operations outside the European Economic Area (EEA). Although they may not be subject to same data protection laws as companies based in the UK, we will take steps to make sure they provide an adequate level of protection in accordance with UK data protection law. The steps we take will depend on the type of data and the location of the supplier however, some of our measures include a robust due diligence process, technical measures to protect your data and contractual measures that require our suppliers to treat your data securely and in way that maintains confidentiality.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your Personal Data, we cannot guarantee the security of your data transmitted to our websites; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access, loss or damage.

### **Duration of storage**

How long we keep your Personal Data will depend on the purpose for which we use it and so may vary. We will only retain your information for as long as is necessary for the purposes set out in this Privacy Notice and as is necessary to comply with our legal obligations. We do not keep more Personal Data than we need for the particular purpose.

We will maintain records of your Personal Data for as long as you remain:

- a registered and active subscriber to any of our mailing list;
- a registered user/member of any of our websites or service;
- for as long as is necessary to provide our services to you;
- Where we have provided you with a service we may also keep an archived record of your Personal Data as set out in Brunel University of London retention schedule. You can obtain a copy of our retention schedules by emailing [recordsandarchives@brunel.ac.uk](mailto:recordsandarchives@brunel.ac.uk).

If you ask us to stop sending direct marketing communications to you (see the Direct Marketing section, above), we will keep the minimum amount of information necessary (such as your name and email address) to ensure that we are able to adhere to your request.

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access –**

You have the right to ask us for copies of your personal information.

**Your right to rectification –**

You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure –**

You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing –**

You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing –**

You have the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability –**

You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

## How to contact us if you wish to make a request

Data-protection@brunel.ac.uk

+44 (0)1895 274000

Brunel University of London  
Kingston Lane  
Uxbridge  
Middlesex UB8 3PH

## Complaints Procedures

If you would like to know what information we hold about you or if you have any other queries or complaints in relation to this Privacy Notice, or our website, our contact details are as follows:

PBIAA Park Royal Net Zero Project Team, Brunel University of London  
[ParkRoyal@brunel.ac.uk](mailto:ParkRoyal@brunel.ac.uk)

You can also complain to the ICO if you are unhappy with how we have used your data.

**The ICO's Address:**

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

**Helpline Number:** 0303 123 1113

**ICO website:** [www.ico.org.uk](http://www.ico.org.uk)