

## **GSHPA Privacy Statement**

As a membership organisation, GSHPA is committed to protecting the privacy of individuals and the responsible use of direct and email marketing. Where we ask you to provide certain information by which you can be identified it will only be used in accordance with this privacy statement. This policy explains how we use and secure personal information you provide to us.

### **About Us**

The Ground Source Heat Pump Association (GSHPA) is registered in England with liability limited by guarantee (Company No. 08901827). Our registered Office is 39 Dryburgh Road, London SW15 1BN. GSHPA represents over 120 members from the ground source energy industry, ranging from installers, consultants, drillers and suppliers. We also encourage membership from Housing Associations, Local Authorities and Universities. You are also able to join GSHPA as an individual or student.

The Ground Source Heat Pump Association (GSHPA) is a not for profit trade association. GSHPA's aim is to encourage the growth and development of the ground source heat pump industry in the United Kingdom by:

- Promoting the efficient and sustainable use of ground source heat pumps
- Raising awareness of the benefits of ground source heat pumps
- Developing ground source installation standards
- Encouraging high standards of training for the industry
- Providing a forum for information interchange and disseminating best practice
- Liaising with related organisations to benefit the ground source industry
- Lobbying for ground source energy industry in matters of local, national and international interest to members

### **The Information We Collect**

If you purchase membership, event tickets and other services from us, communicate with us, or do business with us, this will result in us collecting personal data about you (for example, your name, address, email, and telephone number of business contacts).

We also collect information provided if you fill in a form, complete a survey, etc, which may include contact information, with your consent, for subsequent use for marketing purposes (please see 'Consent and Marketing' below). We do not normally collect sensitive personal data. In the event you provide us with any sensitive personal data, we will take extra care to ensure your rights are protected.

### **Third party sources**

We sometimes collect additional information about actual or prospective members and delegates from third party sources. Most of the time this won't be personal data (for example, we might obtain information about a company's business), though on occasion we may receive personal data (such as a person's work email or telephone number, or details of their role within a business).

### **How We Use Your Information**

We only ever use your personal data with your consent, or to the extent necessary to:

- Perform duties commensurate with membership of the organisation or attendance at events;
- Comply with a legal duty;
- Remember your preferences e.g. if you ask not to receive marketing material, we will keep a record of this, or
- For our own lawful interests (such as acting on marketing preferences, internal record keeping, market research or to improve our services) provided your rights do not override these.

We will only use your information for the purpose it was collected for (or for similar/related purposes). For our members and delegates, this includes using personal data to the extent necessary to perform our contractual obligations (such as administering their accounts and providing them with services).

We will never sell, lease or distribute your personal data or share it with third parties who might use it for their own purposes unless you have given us specific permission e.g. for brokering commercially beneficial introductions.

## Consent and Marketing

We will not collect and store your personal information unless you have given us your consent to do so for example, if you have joined GSHPA as a member. We will clearly explain why we are requesting your data and how it will be used whenever we ask for your consent through a series of privacy notices. We use personal information (such as email addresses) to market and promote our services to members, prospective members and consumers of our newsletters and mailing lists, provided you have given us consent to do so.

You can opt in to marketing communications, either for specific mailing lists or when joining as a member. You can choose to 'opt out' of GSHPA's newsletters by clicking the 'unsubscribe' link at the bottom of the emails, alternatively by emailing [info@gshp.org.uk](mailto:info@gshp.org.uk). You can also email us if you wish to change your contact details or preferences.

## Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

## Databases and Data Retention

We use a password protected secure server to store and manage your personal information and a Customer Relationship Management System (CRM) for mailshots and newsletters. We also use Fusemetrix for accounting purposes, and this will store limited personal information for accountancy contact purposes.

We remove most information provided to us by members as soon as services are ceased.

We will continue to store limited information about the client (including transaction records) for up to seven years for accounting, record keeping and administrative purposes. If we consider there is a need to store records for longer (for example, the transaction has been the subject of a dispute or claim) then we will retain the data for as long as is necessary.

## Your Rights

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which (for individuals) are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of it (this is known as a subject access request);
- the right to have inaccurate data rectified; and
- the right to object to your data being used for marketing or profiling.
- If you would like further information on your rights or wish to exercise them, please email [info@gshp.org.uk](mailto:info@gshp.org.uk).
- You may choose to restrict the collection or use of your personal information. If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by emailing us at [info@gshp.org.uk](mailto:info@gshp.org.uk).

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so. If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you should contact the UK Information Commissioner's Office, which oversees data protection compliance in the UK. Details of how to do this can be found at [www.ico.org.uk](http://www.ico.org.uk).

## Links to Other Websites

Our website may contain links to other websites. We do not control those other sites and we cannot be responsible for the content of those sites or for the protection of any information you provide to other sites (which are not governed by this privacy policy). We accept no responsibility or liability for such other

websites. You should exercise caution when entering personal information online and look at the privacy statement applicable to the website in question.

### **Questions**

If you have any questions about your personal data, or this policy, then please email us at [info@gshp.org.uk](mailto:info@gshp.org.uk).

### **Changes to this statement**

Our privacy policy may be updated from time to time and the latest version will always appear on the GSHPA website.