

## 1 Who are we?

JTrade is Britain's only Jewish trade expo; it connects people in the construction/property market with potential employees, customers and investors Our registered address is 77 Heron Drive, London, N4 2FS registered number: 11104144

## 2 What do we do?

JTrade will collect and store data about you when you register for an event so that you can enter and engage with systems and exhibitors to enhance your experience at the event. This policy lets you know why and how we store your data and what happens to it while we are processing it.

## 3 What data do we collect?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure. JTrade will collect one or more of the following types of data about you:

### **Contact Information**

Name, Address, Email Address, Phone numbers

### **Question/answer information**

Questions in addition to your name and contact information that you might be asked when you completed an online form

### **Order Information**

Details of orders placed, billing and delivery address details.

### **Payment checking information**

Checks made when processing card payments, for example, fraud and card misuse checks.

### **System information**

IP address(es) and browsing activity from our services.

### **Communications**

Details of communications sent to, and received by an individual.

### **Attendance Capacity**

We will collect data on the capacity that you attended the event, for example as a visitor or as an exhibitor.

## 4 Why do we collect this data?

JTrade need your data to allow you access to the event and to facilitate your engagement with one or more of the following services.

- Your Entry to the event

- Communications about the event
- Delivery of tickets/passes via post
- E-Magazines
- Suggest Exhibitors/products of interest
- Enable you to schedule meetings with other attendees or exhibitors
- Enable you to update your privacy settings
- Process orders and financial transactions

## 5 How do we use this data?

JTrade will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary. JTrade is required to retain information in accordance with the law, such as information needed for tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

## 6 Will you receive communications from us?

JTrade will send you operational emails once you register for the event with information about your booking and how to access the event. We will also communicate with you about future events and products and services of relevance to you. You can update your communication preferences at any time by emailing [info@jtrade.co.uk](mailto:info@jtrade.co.uk) or by making use of the communications options in the registration systems.

## 7 Is your data shared with anyone?

JTrade will not pass on your personal data to third parties without first gaining your consent. Consent to pass on your data may be given by allowing your pass to be scanned by an exhibitor at one of our events. Or by opting into share your data with one or more parties. JTrade will usually place staff with a scanner on the main entrance, or entrances to an event. Where you badge will be scanned. This scan of you badge is for health and safety and traffic monitoring purposes only and no data will be transferred by having you badge scanned at the entrance to the event. If you attended a workshop or session at the event we may ask you if you would like share your data with the sponsor of that session.

## 8 Our legal basis for processing

JTrade's lawful basis for processing your data is obtained using legitimate interest. In some cases, such as making a financial transaction or selecting to receive communication from us, or third parties we may also use one of the following basis'

### **Contractual Obligation**

You have entered into a contract with JTrade or you have made a financial transaction directly with JTrade.

### **Legitimate Interest**

JTrade believe that there is a legitimate interest for your data to be processed.

## Consent

You have Consented, (opted in) to a receive communications or service provided by JTrade.

## 9 How long will your data be stored for?

JTrade will destroy or anonymise your data 36 months after it is determined that you have not interacted with any of our systems. or, on written instruction from the Client or the individual who's data we hold, at any time. In some cases, such as when financial transaction have taken place or if there are legal obligations placed on us we may have to keep you data for longer.

## 10 Your rights

At any point while we are in possession of, or processing your personal data, you, the data subject, have the following rights:

- **Right of access** – you have the right to request a copy of the information that we hold about you
- **Right of rectification** – you have a right to correct data that we hold about you that is inaccurate or incomplete
- **Right to be forgotten** – in certain circumstances, you can ask for the data we hold about you to be erased from our records
- **Right to restriction of processing** – where certain conditions apply to have a right to restrict the processing
- **Right of portability** – you have the right to have the data we hold about you transferred to another organisation
- **Right to object** – you have the right to object to certain types of processing such as direct marketing
- **Right to object to automated processing, including profiling** – you also have the right to be subject to the legal effects of automated processing or profiling
- **Right to judicial review** - in the event that JTrade refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain to the supervisory authority as details under "complaints"

## 11 Can I find out what data the organisation holds about me?

JTrade at your request can confirm what information we hold about you and how it is processed. If JTrade does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data. In some cases, this will be a representative in the EU
- Contact details of the data protection officer, where applicable
- The purpose of the processing as well as the legal basis for processing
- If the processing is based on the legitimate interests of [Organisation Name] or a third party, information about those interests
- The categories of personal data collected, stored and processed
- Recipient(s) or categories of recipients that the data is/will be disclosed to
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has

approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information

- How long the data will be stored
- Details of your rights to correct, erase, restrict or object to such processing
- Information about your right to withdraw consent at any time
- How to lodge a complaint with the supervisory authority
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data
- The source of personal data if it wasn't collected directly from you
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing

## 12 What forms of ID will I need to provide in order to access this?

In order to safeguard your data, requests to access this information must be accompanied with identification, you will need to provide 2 forms of identification from the following list:

- Passport
- Driving licence
- Birth certificate
- Utility bill from the last 3 months

## 13 Contact information and complaints

In the event that you wish to make a complaint about how your personal data is being processed by JTrade, or subcontractors used by JTrade, or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and JTrades data protection representatives with the details below.

### **JTrade Head Office**

JTrade Ltd  
77 Heron Drive  
London  
N4 2FS  
020 8806 1998

### **Information Commissioner's Office**

Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
Tel: 0303 123 1113  
Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)