Data Privacy Update

We are updating our Company's Data Protection Policy to reflect changes to comply with the new General Data Protection Regulation (GDPR), which becomes effective on 25th May 2018.

This is part of our ongoing commitment to be transparent about how we use any personal data and keep it secure.

This email provides some important information on all your Personal Data and its use:

We collect, use, store and transfer data about external parties including name, email, phone number, job title, company, company address ("Personal Data").

Personal Data in respect of external parties may be collected by:

- Staff visiting conferences/events/exhibitions and meeting external parties
- External parties subscribing through personal meetings as well as online registration for example: email communications, sales, marketing, and promotional materials, etc.
- External parties subscribing to receive online and printed versions of publications/brochures
- External parties providing business cards during personal contact
- Through the course of business correspondence
- From third parties or publicly available sources

We will only use your Personal Data when the law allows us to. Most commonly, we will use this in the following circumstances:

- Where we need to perform any contract we have entered into, or may enter into, with external parties.
- Where it is necessary for our legitimate interests (such as to ensure that you are kept up to date with our products and services) and your interests and fundamental rights do not override those interests.
- Where it is necessary to comply with our legal obligations.

We may have to share your Personal Data with third parties, including third-party service providers and other entities in the group. We require third parties to respect the security of your data and to treat it in accordance with the law. We may also have to transfer your Personal Data to third parties outside the EU. To ensure that your Personal Data receives an adequate level of protection we put in place adequate measures to ensure that this is treated by those third parties in a way that is consistent with and which respects the EU and UK laws on data protection.

Data retention and rights

Keeping your data secure and increasing transparency is important to us. Subject to our rights under law, you can choose to opt out of marketing communications/enquiries at any time, request a copy of your personal information that we hold and request us to update any incorrect information.

We will only retain your Personal Data for as long as necessary to fulfil the purposes for which we collected it, including for the satisfying of any legal, accounting or reporting requirements.

Please do not hesitate to contact us at data.privacy@lonestarleeds.com if you have any concerns.

Regards,

Stewart Whiteman