

## Strategic Engagement and Events

<b>1. What personal data is collected about you</b>	<ul style="list-style-type: none"><li>• Your full name;</li><li>• Your contact details including your address, email address and phone number;</li><li>• Your job title and name of the organisation you work for;</li><li>• Full name of any guests</li></ul>
<b>2. What special category data is collected</b>	<ul style="list-style-type: none"><li>• Dietary and access requirements for you or your guest (collected as part of the invitation process);</li><li>• Political opinions (where you have given explicit consent or manifestly made the data public).</li></ul>
<b>3. What are the reasons for processing this personal data</b>	<p>We may process your personal data for <b>one or more</b> of the following reasons:</p> <p>a) To invite you to events at the City Corporation and to manage the administration of those events;</p> <p>b) To maintain a relationship with you in areas of mutual interest such as supporting and promoting business in the City;</p> <p>c) To inform you through newsletters of the work of the City Corporation in areas of mutual interest.</p> <p><b>Your personal information is stored on a Customer Relationship Management (CRM) system and is processed by departments in the City Corporation, namely the Town Clerk’s Department, Remembrancer’s Office, Mansion House, Economic Development Office and Corporate Affairs.</b></p>

<p><b>4. What is the justification for processing this personal data</b></p>	<p>We rely on the City Corporation’s <b>legitimate interests</b> to invite you to events and to maintain a business relationship with you. We will always obtain your informed <b>consent</b> to send you newsletters.</p> <p>We will only process your special category data when we have <b>your explicit consent</b> to do so or if the data has been manifestly made public by you.</p>
<p><b>5. Who we might share this personal data with</b></p>	<p>If you engage with the Economic Development Office, your personal data may be shared with UK Government Departments.</p> <p>Your personal data may also be shared with:</p> <ul style="list-style-type: none"> <li>• Caterers and event support staff when you accept an invitation to an event;</li> <li>• Printing suppliers</li> <li>• Other organisations with which the City Corporation is co-hosting an event;</li> <li>• Mailchimp and Perfect Table Plan – a table plan software.</li> </ul>
<p><b>6. How long we keep this personal data for</b></p>	<ul style="list-style-type: none"> <li>• Your profile on the CRM system is deactivated after 3 years of inactivity and deleted from the system after a further year.</li> <li>• Personal data is only kept on Mailchimp and Perfect Table Plan for a period of one month following each event to which you are invited.</li> <li>• Special category data relating to dietary and access requirements is only processed for as long as it is necessary for the event for which it was collected. It is removed following the event and not further processed.</li> </ul>
<p><b>7. Situations when personal data might be sent to other countries</b></p>	<p>In some situations, your personal data may be transferred to the US when we use survey engines based in the US such as Mailchimp and Click Dimensions.</p> <p>If you engage with the Economic Development Office, your personal data may be processed by colleagues in our offices in India, Belgium and China.</p>