
PRIVACY NOTICE

BACKGROUND:

Economics for the Environment Consultancy Ltd (“eftec”) understands that you care about how your personal data is used. We respect and value the privacy of all of clients, employees and contractors. eftec will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

Economics for the Environment Consultancy Ltd registered in England under company number 02917907

Registered address: 3rd Floor, 4 City Road, London, EC1Y 2AA

Main trading address: 3rd Floor, 4 City Road, London, EC1Y 2AA

VAT number: GB 564 4215 47

Data Protection Manager: Siegi Arndt

Email address: dataprotection@eftec.co.uk.

Telephone number: 0207 580 5383.

2. What Does This Policy Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is personal data?

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. Your Rights

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

4.1.1 The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.

4.1.2 The right to access the personal data we hold about you. Part 9 will tell you how to do this.

- 4.1.3 The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- 4.1.4 The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 11 to find out more.
- 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data.
- 4.1.6 The right to object to us using your personal data for a particular purpose or purposes.
- 4.1.7 The right to withdraw consent. This means that, if we are] relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- 4.1.8 The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- 4.1.9 Rights relating to automated decision-making and profiling. We do not use your personal data in this way.
- 4.1.10 If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided in section 13 and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 11.

5. **What Data Do We Collect?**

We may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. We do not collect any 'special category' or 'sensitive' personal data.

Data Collected	How We Collect the Data
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Identity Information e.g. name, title, date of birth, gender	When you sign up to our mailing list
Contact information e.g. address, email address, telephone number	When you sign up to our mailing list
Business information e.g. business name, address, job title, profession	When you sign up to our mailing list
IP address	When you use our website. We may use a web analytics service to track and report on general website traffic using IP addresses

6. **How Do We Use Your Data?**

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the GDPR at all times. For more details on security see section 8 below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:
- Replying to emails from you
 - Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by clicking on the unsubscribe link);
 - If you give us your business card with your contact details, we may store this data on our contact software.
- 6.3 You have the right to withdraw your consent to US using your personal data at any time, and to request that We delete it.
- 6.4 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or it's retention will be determined on the following bases):
- Mailing lists are maintained on a web-based email service, allowing users to update their details or unsubscribe via links provided on emails. Data is therefore 'self-cleaning'
 - Any newsletter opt-ins received by email are deleted as soon as they are transferred to the database

7. **How and Where Do You Store or Transfer My Personal Data?**

We will only store or transfer personal data in or to countries that are deemed to provide an adequate level of protection for personal data. For further information about adequacy decisions and adequacy regulations, please refer to the Information Commissioner's Office.

The security of your personal data is essential to us, and to protect your data, we take a

number of important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so;

8. **Do You Share My Personal Data?**

We will not share any of your personal data with any third parties for any purposes, unless we are required to by law.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

9. **How Can I Access My Personal Data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

10. **Notification of Data Breach**

In accordance with the UK GDPR we will report certain personal data breaches to the relevant supervisory authority within 72 hours of becoming aware of the breach, where feasible.

If the breach is likely to result in a high risk of adversely affecting individuals' rights and freedoms, we will inform those individuals without undue delay.

We will keep a record of any personal data breaches, regardless of whether we are required to notify

11. **What happens If Our Business Changes Hands?**

We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of Our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by Us.

In the event that any of your data is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

12. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details for the attention of Siegi Arndt:

Email address: dataprotection@eftec.co.uk.

Telephone number: +44 207 580 5383

Postal Address: 3rd Floor, 4 City Road, London, EC1Y 2AA.

13. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website.