

Privacy Statement

This privacy statement sets out how Culture & Business Scotland (C&BS) uses and protects any information that you give C&BS.

C&BS is committed to ensuring that your privacy is protected. We don't use personal information (like email addresses) when you use our website unless you provide it to a form.

We use forms to collect information for our services. Information collected in a form is only used to provide the service it relates to. If the data is used to anything else there will be a consent statement for you to read and agree before submitting the form.

We store your data on our secure servers in the UK, where it could be viewed by our staff or suppliers. By submitting your personal data, you agree to this.

We won't share your information with any other organisations for marketing, market research or commercial purposes.

We may pass on your personal information if we have a legal obligation to do so.

Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

A&BS may change this statement from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This statement is effective from 1st April 2023.

What we collect

We may collect the following information through online forms:

- name and job title
- contact information including phone number, email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping to enable us to administer your account.
- We may use the information to improve our services.
- We may periodically send promotional emails about services, events, special offers or other information provided by ourselves and also by third parties which we think you may find interesting using the email address which you have provided.

- From time to time, we may also use your information to contact you for our market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests or to plan the training programme.

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 online. We hold information on our secure servers in the UK where it could be viewed by our staff or suppliers. By submitting your personal data, you agree to this.

How we use cookies

We collect anonymous information through cookies. A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system after 14 months.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

This may prevent you from taking full advantage of the website. **Social Media**

Information is collected for statistical purposes by using algorithms to analyse a variety of data, such as social media, views and shares, location data and to profile people. Culture & Business Scotland uses specific social media analytic platforms for this purpose including Twitter and Facebook.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by

this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at contactus@cultureandbusiness.scot

C&BS will not sell, distribute or lease your personal information to third parties. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

We will keep the personal data that we hold about you for a reasonable period for any of the purposes set.

You may request details of personal information which we hold about you under the the EU General Data Protection Regulation. A £10 fee will be payable and evidence of identity will be requested. If you would like a copy of the information held on you please write to C&BS Rosebery House, 9 Haymarket Terrace, Edinburgh EH12 5EZ.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

You have the right to withdraw consent at any time by emailing us at contactus@cultureandbusiness.scot

You can complain to the [Information Commissioner's Office](#) on any issue regarding our handling of your personal information.