

January 2026

Website Privacy Policy

The policy: This privacy policy is for the website www.thamesestuaryappg.org serviced by *Rule 5 Solutions* on behalf of the APPG and the APPG's Secretariat via the Shaw Business Partnership Ltd. The policy governs the privacy of those who use the website. The purpose of this policy is to explain how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease using this website.

We use personal data:

- To keep subscribers up to date on APPG activities, meetings and related opportunities
- To conduct research or surveys
- To communicate with our members and subscribers
- Where we have an appropriate legal basis for processing

About this policy

1. The protection of your privacy and personal information is important to us. We make sure that not only does the site have appropriate security measures in place, but that any other organisation we work with to provide a service also meets the same standards.
2. We will respect your privacy. You should receive update emails only from us and, if you agree, from other organisations we have carefully chosen. We will make sure that the boxes you need to tick if you are happy to receive communications are presented clearly and at an appropriate time.
3. We will collect and use your personal information only if we have your permission or we have sensible business reasons for doing so.
4. We will minimise the amount of information we collect from you to what we need, to ensure your experience of using our site is as good as it can be, and to deliver our communications.
5. We will be clear in our dealings with you as to what information about you we will collect and how we will use it.
6. We will use personal (including organisational) information only for the purposes for which it was originally collected and we will make sure we store it safely and delete it securely.
7. Our website is accessible via the internet. Please remember that if you post any comments or links on our site that they can be read and accessed by anyone and everyone.

What information we collect about you and how we use it

We may collect personal and organisational information from you when you:

- enquire via the 'Contact' option about the APPG or its website;
- engage with us in relation to APPG activities;
- when you work with us as a sponsor or partner;
- through cookies (note our site includes a cookie notice option);
- if you complete your details on research or feedback questionnaires;
- request or share information through the website; and/or
- register or subscribe for/to any of our mailing lists or events through the website;

Personal and organisational information may include but is not limited to the following information:

- your name (including your first names and surname);
- your email address;
- phone contact;
- home organisation – e.g. commercial organisation if applicable;
- other details about you and your organisation, that you or others provide to us; and
- sensitive personal data (but only where you have provided your explicit consent for the collection of and use of such sensitive personal data – for example in relation to an event registration where we may collect EDI data or information about accessibility or allergies).

Legal aspects

Our legal basis for processing your information: When you use someone's information in a business, you need to have a legal reason for doing it, and you then need to state this clearly.

For an information service such as a newsletter, the contact option, or when you register for an event, we process your data using legitimate interest, i.e. you are able to access lots of information and services in exchange for giving us your details, and our relationship is one where the balance of benefit is in your favour. You always have a choice about us managing your data this way and can opt out of processing under this basis at any time.

Where you provide data in the course of a contract agreement, we process your data under contract, i.e. your data is necessary for the fulfilment of the service, which may involve sharing some data supplied with our legal and contracting partners. Any additional contact, i.e. telling you about another product or service closely related to the product or service you have contracted is managed under legitimate interest. This can include sponsorship arrangements.

We will always make it as easy as possible for you to opt out of things like newsletters or update emails if you don't want them, providing it doesn't restrict our ability to provide you with the thing you have requested.

Profiling - sometimes we may use little parts of your information to target the messages we send you, for instance, we might use your location to send you details of a competition. This is normally done manually or via an automatic notification service managed by us.

How long we keep your data. Sometimes a legal authority may require us to keep it for a certain amount of time. Otherwise we determine the length of time we keep your data, based on why you gave it to us in the first place. For example, if you participated in an event or other engagement opportunity, we'd keep your information, to let you know about the next one.

When we don't need to keep your data anymore, we do one of three things:

- we erase it
- we keep a small amount because we have to, and keep it safe, sometimes disguising it.
- If you say you don't want to hear from us ever again, we keep the minimum amount information to make sure we leave you alone.

Children's Data

We do not knowingly collect or store any personal information of children under the age of 16, because the mechanisms whereby we collect personal information are not applicable to this age group.

Making changes to the information you give us

You can rectify, erase, object to or restrict the way your information is handled without undue delay. You can also ask to access the data we hold on you. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you need to change any details or want to get in touch with us about anything to do with your information email us via the contact links on our site.

Who we share data with

We do not and will not, sell or share your data at any time to anyone else for their own marketing purposes.

If you are a visitor or potential visitor to one of our events, or subscribe to the APPG, we will share your details with our contracted communication partners if applicable, so that they can:

- Tell you about upcoming events
- Direct you to the places where you can book tickets (if this is not via the site itself)
- Keep you up to date with what is happening at any events, including sending you the latest news.

If you are an exhibitor or sponsor at one of our events, we will share your details with our approved suppliers in the below areas:

- Core exhibition services (stand build, electrics, graphics, furniture and lighting)
- Venue services (catering, room hire, gas, water & waste, barriers, cleaning etc)
- IT and internet
- Freight, Lifting & Storage
- Audio visual equipment

We will also collect the data you provide for use within our CRM system managed by the APPG's Secretariat.

Transfer outside the European Economic Area

If we need to send any information outside of the EEA, it will only be done with the proper legal protections or permissions being in place.

Cookies

Cookies are little packets of data that sit on our website, in some cases to make it work, and in some cases to add additional services. For more information about cookies, how to look after them, even how to turn them off, please review your settings. Our site also carries an option banner concerning cookies which will appear on your initial use of the site.

Google Analytics

We use Google Analytics on our site for anonymous reporting of site usage and for advertising on the site. If you would like to opt-out of Google Analytics monitoring your behaviour on our sites please use this link <https://tools.google.com/dlpage/gaoptout>

Who we are

The Thames Estuary APPG site is supported by Rule 5 Solutions working with the APPG's Secretariat which is managed by the Shaw Business Parntership Ltd, which are private consultancy services which operate and supports this website on the APPG's behalf.

If you would like to contact the Secretariat, please use the 'Contact' page of the site.

Your right to complain

If you have a complaint please contact us in the first instance at www.thamesestuaryappg.org.

If you are not satisfied with the way your request was handled, you have the right to lodge a complaint with the supervisory authority – details of which are given below:

Information Commissioner's Office

<https://ico.org.uk/make-a-complaint/>

Telephone: +44 303 123 1113

Changes to the privacy policy

If changes are significant, we may choose to email relevant individuals with new details. If we are required by law, we will obtain your consent to make these changes. We review this policy annually and the version date for this issue is at the footer of this policy.