

SubOptic Privacy Policy

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About us

We're **SubOptic Limited**. Our registered office is **c/o CMS, 78 Cannon Street, London, EC4N 6AF**, our email address is **info@suboptic.org**, and our activities are subject to English Law. We use your information as further explained in this Privacy Policy. We will be the "controller" of the information you provide to us.

Our website links to other websites, which will have their own privacy policies and terms. We strongly advise that you familiarise yourself with these.

What information do we need?

The personal data that we collect about you is your name, email and your organisation, and certain other information if you are a Member.

Occasionally we may also ask you to provide sensitive information (such as health data like allergy data for event catering purposes), and when we do we will be clear and transparent about our intended use of your sensitive data and we will only process it if you have provided your explicit consent to that processing when you provided the data.

Why do we need it?

We need some of your personal data to be able to register you for and organise events that you wish to attend, and if you have opted into our marketing emails when providing your personal data, to tell you about future events run by us and/or (if selected by you) any other industry organisations which we notified to you when you provided your marketing preferences.

If you or your organisation is a Member of SubOptic, in addition to the above, we also need some of your personal data to be able to provide you with the benefits of your Membership (as described under the SubOptic Constitution, to be known as your "**Membership Services**".) [SubOptic Constitution](#)

Except for where we process your sensitive information or where we process your data for marketing purposes, we process your personal data on the legal basis that:

- 1) our processing is necessary for our performance of our commitment to you to organise your attendance at events and, in the case of Members only, to provide your Membership Services;
- 2) our processing is necessary in pursuit of our legitimate interests to organise your attendance at events and, in the case of Members, to provide your Membership Services.

Where we process your sensitive information, we will process this on the legal basis that you have provided your explicit consent.

Where we process your personal data for marketing purposes, this will usually be on the legal basis that you have consented to receiving marketing about our events and/or third party events. If we are marketing our events to you which are similar to our event(s) that you have previously registered for, we may do this on the legal basis that it is in our legitimate interests to do so (as long as we have complied with our applicable legal obligations), and you will always have the opportunity to object to this processing.

What do we do with it?

All the personal data we process is processed in the UK, unless it is processed in connection with a SubOptic Conference, in which case your data is likely to be processed by our event management company, STF Events, Inc., and their sub-contractor (who is currently Wyndham Jade LLC) which are both based in the US. If your personal data is processed by STF or its sub-contractor in the US, it will be safeguarded by an agreement between SubOptic and STF, Inc. which is based on the standard clauses for international data transfer approved by the European Commission. You can request a copy of non-confidential parts of this agreement by contacting us using the contact details in "About us", above.

We also use event managers to run our events in the UK (including training and seminars), so we share your information with them to enable them to organise the events.

Your information will be stored on systems which are hosted by a US cloud provider that has signed up to the following safeguards for the protection of EU personal data:

- the EU-US Privacy Shield
 - standard clauses approved by the European Commission (which can be requested by clicking here.)

No other third parties have access to your information unless we specifically say so in this Privacy Policy, or the law requires.

Other things we'd also like to do with your information

If you have signed up to attend one or more of our events in the past, we may use your name and email address to inform you of our similar events and promotional offers. If you have asked us to keep you informed of our events and promotional offers, and/or the events and promotional offers of our industry partners (as selected by you when you provide your information), then we will use your name and email address for these purposes. You can expect to receive no more than one marketing email per month from us.]

Except for as stated in this policy, the information you provide to us is not shared with third parties and you can unsubscribe at any time by clicking the "Unsubscribe" link in any of our emails.

How long will we keep it?

We keep your information in accordance with the following retention schedule, and then securely erase it once no longer needed:

Type of information	Purpose of processing	Retention period for purpose
Members and non-Members Name, email address	Marketing of SubOptic's events and/or third parties' events (depending on individual preferences)	Separately in respect of SubOptic's events and third parties' events, until you notify us that you no longer wish to receive this marketing from us for these purposes
Members only Name, email address, organisation and any further information required to provide the Membership Services	To provide Membership Services to Members	Until the end of the Member's Membership
Event registrants (Members and non-Members) Name, email address, organisation, any dietary requirements provided	To run the event that you are registered to attend and to provide follow up information related to that event	Until all follow up information related to that event has been provided

Your rights

You have the following rights regarding your information:

Rights	What does this mean?
1. The right to be informed	<p>You have the right to be provided with clear, transparent and easily understandable information about how we use your information and your rights. This is why we're providing you with the information in this Privacy Policy.</p> <p>For more information, please contact us using the contact details under "Making a complaint or request", below.</p>
2. The right of access	<p>You have the right to obtain access to your information (if we're processing it), and other certain other information (similar to that provided in this Privacy Policy).</p> <p>This is so you're aware and can check that we're using your information in accordance with data protection law.</p> <p>For more information or to request access to your information, please contact us using the contact details under "Making a complaint or request", below.</p>
3. The right to rectification	<p>You're entitled to have your information corrected if it's inaccurate or incomplete.</p> <p>For more information or to request rectification, please contact us using the contact details under "Making a complaint or request", below.</p>
4. The right to erasure	<p>This is also known as 'the right to be forgotten' and, in simple terms, enables you to request the deletion or removal of your information where there's no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.</p> <p>For more information or to request erasure, please contact us using the contact details under "Making a complaint or request", below.</p>
5. The right to restrict processing	<p>You have rights to 'block' or suppress further use of your information. When processing is restricted, we can still store your information, but may not use it further. We keep lists of people who have asked for further use of their information to be 'blocked' to make sure the restriction is respected in future.</p> <p>For more information or to request a restriction, please contact us using the contact details under "Making a complaint or request", below.</p>
6. The right to data portability	<p>You have rights to obtain and reuse your personal data for your own purposes across different services. Eg, if you decide to switch to a new provider, this enables you to move, copy or transfer your information easily between our IT systems and theirs safely and securely, without affecting its usability.</p> <p>For more information or to request data portability, please contact us using the contact details under "Making a complaint or request", below.</p>

7. The right to object	You have the right to object to certain types of processing, including processing for direct marketing (which we do only with your consent). For more information or to object, please contact us using the contact details under "Making a complaint or request", below.
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Making a complaint or request

If you are unhappy with how we've handled your information, contact us here: info@suboptic.org or by post at **SubOptic Limited, c/o CMS, 78 Cannon Street, London, EC4N 6AF.**

If you're not satisfied with our response to your complaint or believe our processing of your information does not comply with data protection law, you can make a complaint to the Information Commissioner's Office (ICO).