

This privacy policy is for this website cosfordairshow.co.uk and served by RAF Cosford Air Show and governs the privacy of its users who choose to use it.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and website owners. Furthermore, the way this website processes, stores and protects user data and information will also be detailed in this policy.

The Website

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies with all UK national laws and requirements for user privacy.

Cookie Policy

This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer/device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

Google Analytics

To provide insight into how visitors find and use our webpages so that we can evaluate and develop our site.

More information regarding how Google use cookies can be found at <https://www.google.com/policies/technologies/cookies>

- `_ga`
- `_gat_UA`
- `_tq_id`
- `_gid`

X (Twitter) Conversion Tracking

This helps us learn how our users have interacted with advertising served to them on Twitter.

For further information about the Twitter Conversion Tracker please see: <https://business.twitter.com/en/help/campaign-measurement-and-analytics/>

- `_twq`

These cookies are used to store information, such as what time your current visit occurred, whether you have been to the site before, and what site referred you to the web page.

These cookies contain no personally identifiable information but they will use your computer's IP address to know where in the world you are accessing the Internet. Google stores the information collected by these cookies on servers in the United States. Google may transfer this information to third-parties where required to do so by law, or where third parties process the information on Google's behalf.

Facebook Advertising

We may participate in Facebook's 'Custom Audience' program, which enables us to display adverts to our existing supporters when they visit Facebook. We may provide your email address, mobile number and address to Facebook, so they can determine whether you are a registered account holder with them. Our adverts may then appear when you access Facebook. Your data is sent in an encrypted format that is deleted by Facebook if it does not match with a Facebook account.

For more information please

see <https://www.facebook.com/business/help/744354708981227> and Facebook's Data Policy at <https://en-gb.facebook.com/policy.php>.

Opt-out

In order to provide website visitors with more choice on how data is collected by Google Analytics, Google has developed the Google Analytics Opt-out Browser Add-on. The add-on communicates with the Google Analytics JavaScript (ga.js) to stop data being sent to Google Analytics. The Google Analytics Opt-out Browser Add-on does not affect usage of the website in any other way.

A link to further information on the Google Analytics Opt-out Browser Add-on is provided below for your convenience.

<http://tools.google.com/dlpage/gaoptout?hl=None>

For more information on the usage of cookies by Google Analytics please see the Google website. A link to the privacy advice for this product is provided below for your convenience.

<http://www.google.com/analytics/learn/privacy.html>

Disabling Cookies

If you would like to restrict the use of cookies you can control this in your Internet browser. Links to advice on how to do this for the most popular Internet browsers are provided below for convenience and will be available for the Internet browser of your choice either online or via the software help (normally available via key F1).

Internet Explorer

<http://windows.microsoft.com/en-GB/windows7/Block-enable-or-allow-cookies>

Google Chrome

https://support.google.com/chrome/bin/answer.py?hl=en-GB&answer=95647&p=cpn_cookies

Mozilla Firefox

<http://support.mozilla.org/en-US/kb/Blocking%20cookies>

Apple Safari

<http://docs.info.apple.com/article.html?artnum=32467>

Contact & Communication

Users contacting this website and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. Every effort has been made to ensure a safe and secure form to email submission process but advise users using such form to email processes that they do so at their own risk.

This website and its owners use any information submitted to provide you with further information about the products/services they offer or to assist you in answering any questions or queries you may have submitted.

This includes using your details to subscribe you to any email newsletter program the website operates but only if this was made clear to you and your express permission was granted when submitting any form to email process. Or whereby you the consumer have previously purchased from or enquired about purchasing from the company a product or service that the email newsletter relates to. This is by no means an entire list of your user rights in regard to receiving email marketing material. Your details are not passed on to any third parties.

Email Newsletter

This website operates an email newsletter program, used to inform subscribers about products and services supplied by this website. Users can subscribe through an online automated process should they wish to do so but do so at their own discretion. Some subscriptions may be manually processed through a prior written agreement with the user.

Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003. All personal details relating to subscriptions are held securely and in accordance with GDPR 2018. Under the GDPR 2018, you may request a copy of personal information held about you by this website's email newsletter program. If you would like a copy of the information held on you, please write to us (address at the bottom of this policy.)

Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity [this is by no far a comprehensive list].

This information is used to refine future email campaigns and supply the user with more relevant content based on their activity.

In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to unsubscribe at any time through an automated system. This process is detailed in the footer of each email campaign. If an

automated un-subscription system is unavailable clear instructions on how to unsubscribe will be detailed instead.

External Links

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. RAF Cosford Air Show Office cannot guarantee or verify the contents of any externally linked website despite best efforts. Users should, therefore, note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are customs to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate/engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened Links in Social Media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default, some social media platforms shorten lengthy URLs [web addresses] (this is an example: <http://bit.ly/zyVUBo>).

Users are advised to take caution and good judgement before clicking any shortened URLs published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine URLs are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

Data Protection Rights

Where the RAF Cosford Air Show Office is using your personal information on the basis of your consent, you have the right to withdraw that consent at any time. You also have the right to ask the RAF Cosford Air Show Office to stop using your personal information for direct marketing purposes.

Right to be Informed – You have the right to be told how your personal information will be used. This policy document and shorter summary statements used in our communications are intended to be a clear and transparent description of how your data may be used.

The right of Access – You can write to the Data Protection Officer asking what information we hold on you and to request a copy of that information. From May 2018 we will have 30 days to comply once we are satisfied you have rights to see the requested records and we have successfully confirmed your identity.

The right of Erasure – From May 2018, you have the right to be forgotten (i.e. to have your personally identifiable data deleted). In many cases, we would recommend that we suppress you from future communications, rather than data deletion.

The right of Rectification – If you believe our records are inaccurate you have the right to ask for those records concerning you to be updated.

Right to Restrict Processing – In certain situations, you have the right to ask for processing of your personal data to be restricted because there is some disagreement about its accuracy or legitimate usage.

Right to Data Portability – Where we are processing your personal data under your consent the law allows you to request data portability from one service provider to another. This right is largely seen as a way for people to transfer their personal data from one service provider to a competitor.

Right to Object – You have an absolute right to stop the processing of your personal data for direct marketing purposes

Right to object to automated decisions – In a situation where a data controller is using your personal data in a computerised model or algorithm to make decisions “that have a legal effect on you”, you have the right to object. This right is more applicable to mortgage or finance situations. The RAF Cosford Air Show Office does not undertake complex computerised decision making that produces legal effects.

Data Collected

We collect and use personal information such as name and address details along with other contact information such as email addresses and telephone numbers. We also collect information about the services you use, any purchases or financial transactions you make, or any marketing contact preferences you give. We maintain a record of communications we send to you and we will log any communications that you send to us. We may also ask for other information like date of birth, your interests, and reasons for your custom.

How We Use This Data

Some of the ways we may use your personal information are as follows:-

- to promote the aims of the RAF Cosford Air Show;
- to provide you with services, products or information you have requested or which we feel may be of interest to you (by post, text, email or by phone) where you have consented to be contacted or it is within our legitimate interests to contact you
- to provide you with information about our work, activities, future events and products and

services we think may be of interest to you, including third party events, products and services;

- to notify you about changes to our services; as part of our efforts to keep our site safe and secure, and to ensure that content from our site is presented in the most effective manner for you and for your computer;
- to ensure all internal administrative functions are carried out in accordance with current legislation;
- for internal record keeping, including the management of any feedback or complaints;
- to invite you to participate in surveys or research (entirely voluntary);
- where relevant to analyse and improve our event
- where it is required or authorised by law i.e. we may need to comply with requests by law enforcement agencies to provide personal data for the prevention and detection of crime;

Legitimate Interest

Our legitimate interests are as follow:

Governance

- Delivery of the RAF Air Show
- Reporting criminal acts and compliance with law enforcement agencies
- Internal and external audit for financial or regulatory compliance purposes
- Statutory reporting

Publicity

- Conventional direct marketing and other forms of marketing, publicity or advertisement
- Unsolicited commercial or non-commercial messages, including campaigns, income generation or charitable fundraising
- Personalisation used to tailor and enhance the customer experience in our digital and postal communications
- The exercise of the right to freedom of expression or information, including in the media and the arts
- Analysis, targeting, and segmentation to develop corporate strategy and improve communication efficiency
- Processing for research purposes (including marketing research)

Operations

- Employee and volunteer recording and monitoring for recruitment, safety, performance management or workforce planning purposes
- Provision and administration of staff benefits such as pensions
- Physical security, IT and network security
- Processing for historical, scientific or statistical purposes

Administrative Purposes

- Responding to an enquiry from our stakeholders
- Delivery of requested products or information packs
- Communications designed to administer training, work placements, voluntary placements

and job mentoring

- “Thank you” communications and receipts
- Administration of existing financial transactions
- Maintaining “Do not contact lists”

Retention

We will retain your personal data in line with our grantee’s expectations and requirements or unless a valid business reason exists which means we need to retain personal data for longer or until you request its deletion. We will endeavour to remove any personally identifiable data from our records where practical and reasonable for us to do so.

What to do if you are not happy?

In the first instance, please talk to us directly so we can help resolve any problem or query. Our friendly customer services team can help using this email address info@cosfordairshow.co.uk

You also have the right to contact the Information Commissioners Office (ICO) if you have any concerns about Data Protection using their helpline [0303 123 1113](tel:03031231113) or at www.ico.org.uk

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