

PRIVACY NOTICE FOR ELECTION REFLECTIONS VIRTUAL EVENT SERIES

This privacy notice pertains to the "Election Reflections" virtual event series (the "Event") organised by Steer Davies & Gleave Limited ("Steer"), using Microsoft Forms for registration and Streamyard for event hosting.

Purpose of data collection

The purpose of collecting your personal data is to facilitate your registration and participation in the virtual event series focused on UK election-related discussions. Additionally, with your consent, we may use your information to notify you about future events and promotional activities organised by Steer.

Data controller

For this Event, Steer is the Data Controller. Steer is responsible for providing you with this privacy notice and is a point of contact for any questions or concerns you may have about your privacy, and in relation to any rights you may want to exercise as a data subject (see below for further details).

Data we need to collect and why

To administer the Event, we will need to collect the following information from you as part of the registration process:

- Your name
- Company name
- Your job role
- Your email address

Collecting the information listed above will enable you to register for the Event and may, if you consent, allow Steer to contact you in relation to future events and promotional activities.

Data security and retention

We will keep your personal data securely on our servers in the UK. We keep personal data in accordance with our internal retention procedure. If you have any questions regarding data retention or any concerns about how long we keep your information, please contact us using the details below.

Lawful basis for processing

We process your personal data on the lawful basis of our legitimate interests in marketing to our clients and potential clients, and in relation to providing the Event for the benefit of attendees. We will ask for your consent to be contacted by us in relation to future events and promotional activities.

Direct marketing

We may use your contact details to send you marketing materials, provided we are permitted to do so by law. You always have the right to unsubscribe from any marketing. You can do so by contacting us directly using the details below.

Who we share your data with and why

- **Streamyard:** Hosts the Event platform. Streamyard may send or host data outside the EEA with appropriate safeguards. Streamyard's privacy notice can be found [here](#).
- **Microsoft Forms:** Used for event registration. Microsoft may send or host data outside the EEA with appropriate safeguards. Microsoft's privacy notice can be found [here](#).

How long we will keep your data for

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for.

Your rights as a data subject

You have the right to ask for access to your data and, where data is found to be inaccurate, to have that data corrected. In certain circumstances, you have the right to have data held about you erased or the use of it restricted. You may also object to processing.

You also have a right of complaint to the Information Commissioner's Office (ICO) at www.ico.org.uk if you think we have not dealt with your information in a proper manner.

You can ask to see what information we hold about you and have access to it by contacting: privacy@steergroup.com. You can opt-out by contacting privacy@steergroup.com.

Contact information

If you have any questions about this privacy notice or our data practices, please contact us at:

- **Email:** privacy@steergroup.com
- **Address:** Steer Davies & Gleave Limited, 14-21 RUSHWORTH STREET, LONDON, SE1 0RB, UK.