

**PRIVACY NOTICE (How we use the information  
collected during 'Bikers' Breakfast' and through other  
motorcycling events and initiatives)**

**The category of information that we collect, process and hold includes:**

- Personal information (such as Name, email and in some circumstances telephone number)

**How we use your personal information:**

- Enable us to contact you to publicise events that we organise and promote the initiatives that we run for motorcyclists and to reduce motorcycle casualties.
- Gather statistical data to inform the decisions to drive the way we work.

**The lawful basis on which we use this information**

We collect and use this information on the basis that you have given consent for us to use it for the purposes given in this notice.

**Collecting this information**

We collect the information in order to record your details to ensure we can provide you with the updates and information on our events and services.

**Storing and retention of this information**

We will hold your information for as long as you confirm your wish for us to retain the information. We will regularly review our motorcyclist's database and request you to opt-in occasionally. If at any time you wish to be removed from the database you can opt out by emailing us at [bikers@staffordshire.gov.uk](mailto:bikers@staffordshire.gov.uk).

We will refresh our email list every two years and request consent for all users to 'opt in' to remain on the database

**Who we share this information with**

We will never share your information with a third party and will only use it for motorcycle events and initiatives. If there is ever an event or initiative where it may be beneficial to you that we share your information for this purpose we will contact you first to request your permission.

**Requesting access to your personal data**

Under data protection legislation you have the right to request access to information we hold about you. To make a request for your personal information please contact us at [bikers@staffordshire.gov.uk](mailto:bikers@staffordshire.gov.uk).

You also have the right to:

- Object to personal data that is likely to cause or is causing, damage or distress.
- Prevent processing for the purpose of direct marketing.
- Object to decisions being taken by automated means.
- In certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed.
- Claim compensation for damages caused by a breach of data protection regulations.

## **Complaints and Concerns**

If you have a concern about the way we are collecting or using your personal data, we request that you raise your concern with us in the first instance by contact us at [dpo@staffordshire.gov.uk](mailto:dpo@staffordshire.gov.uk) or writing to us at the Information Governance Unit at the address at the bottom of this page.

You can also contact the Information Commissioner's Office to complain by visiting their website at <https://ico.org.uk/concerns/> , telephoning 0303 123 1113, or by writing to:

Information Commissioners Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

### Further Information

If you would like further information about this privacy notice please contact:

Information Governance Unit  
Strategy, Governance & Change  
Fourth Floor  
Staffordshire Place 1  
Tipping Street  
Stafford  
ST16 2DH