

Privacy Notice / End User Privacy Policy

Who we are

Welwyn Garden City BID is the data controller collecting this personal information from you to provide you with the WGC Free WiFi ("the Service"). Proximity Futures Ltd t/a ElephantWiFi is the data processor collecting this information and providing this Service on behalf of Welwyn Garden City BID.

The information we are collecting

The information that we collect includes the information you provide when you login, such as social media account information if you log in via a social media account, or the details you provide on the registration form. We also collect information about the websites you visit, the transactions you make (we do not collect any financial data), and the responses you provide to any surveys we send you.

We also collect information about the device (mobile phone, tablet, laptop etc) you are using, and collect information on where in the venue you have been, dwell, if you are a new or repeat visitor and how often you visit.

We collect information from your device on the IP addresses, internet service providers, clickstream data, browser type, language, viewed and exit pages, and date and time stamps.

We use Cookies like a website would; to enable us to distinguish you from other users.

How we store your data

Data is stored on ElephantWiFi secure servers in the UK and in accordance with the GDPR, Data Protection Act 2018 and any other legal requirements.

The information we collect about you will be kept for 12 months after the expiry of our contract with ElephantWiFi or 13 months after you stop using the Service.

How we use your data

Your data may be used to understand how you use a particular venue, to communicate with you or to offer you relevant goods and services if you have opted in to receive marketing.

Your data may be used by ElephantWiFi to authenticate your access to the Service, and by the WGC BID Ltd to understand the usage of Welwyn Garden City Free WiFi by visitors. We may also share your information with the police or other regulatory or law enforcement bodies where it is lawful to do so.

We do not use computers to make any decisions about you, and we do not send your information to other countries.

Why we are allowed to use your data

We are allowed to use your information because in signing up to the Service, you have given us consent to process your information for this specific purpose.

Accessing your data

You can access and amend the data we hold on you at any time by visiting your Profile Portal. In the Portal you can manage your marketing preferences and edit or delete your Profile if you no longer wish to use the Service. To complete the setup of the Profile Portal an email will be sent asking you to set a password therefore it is vital you provide a current, accessible email address.

Your rights

You have a number of legal rights in respect of your personal data which are: the right to be informed about how it is being used and why; the right of access to it to check that we are acting lawfully and, in some cases, the right to rectify it or to have it erased; the right to restrict our processing of it; the right of data portability; and the right to object to automated decision taking.

Contact us

Welwyn Garden City BID can be contacted by telephone on 01707 383999 or email bid@welwyngarden.co.uk

Elephant WiFi can be contacted by email info@elephantwifi.co.uk

If you have any questions about the way in which Welwyn Garden City BID handles your personal information, or want to raise a concern, you may contact:

- Name: Mariana Bitonte, Data Protection Officer
- Telephone: 01707 383999
- Email: bid@welwyngarden.co.uk

You can also contact the Information Commissioner's Office (The ICO) to find out more about your rights as a data subject (a person that we hold personal data about) if you think there is a problem by email to casework@ico.org.uk or by telephone on 0303 123 1113. You can also visit the ICO's website www.ico.org.uk