

Privacy Notice

Export Academy

The Purpose of this document

The Department for International Trade (DIT) is committed to protecting the privacy and security of your information. This privacy notice described how we collect and use personal information about you in accordance with UK Data Protection legislation, including the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

We are required under data protection legislation to notify you of the information contained in this privacy notice. It is important that you read this notice, so that you are aware of how and why we are using your information.

What data we collect

Personal data we collect includes:

- Email Address
- First Name
- Last Name
- Telephone Number
- Job Title
- Company Name
- Company address line 1
- Company address line 2
- Company city

Why we need your data

The information you provide will be processed by DIT Export Academy (EA) Programme and selected third parties in order:

- to support businesses who submit queries to the department relating to the Export Academy programme/pilot
- to identify recurring queries relating to DIT support/export potential businesses which can be used to inform future service improvements
- to develop understanding around effective ways to improve the knowledge, awareness and export capability
- to better understand barriers to export and trade among businesses identified as having export potential
- to design effective and intelligent export programmes and services to increase confidence and export readiness
- to deliver relevant platform content to you and measure or understand the effectiveness of the information we provide

- to use data analytics to improve our products/services, marketing, user and partner relationships and experiences
- to analyse programme/service performance

Other purposes include:

- gather feedback to improve and evaluate the impact of our services
- respond to any feedback you send us, if you have asked us to
- send email alerts to users who request them
- allow you to access government services and make transactions
- provide you with information about relevant services
- monitor use of the site to identify security threats

How is your personal data collected?

We use different methods to collect data from and about you including through:

Direct interactions. You may give us your Identity, Contact and other Data by filling in forms or by corresponding with us by email or otherwise on the Aventri Event Platform. This includes personal data you provide when you: (a) sign up to an event; (b) request marketing to be sent to you; (d) complete forms or surveys; or (e) give us feedback or contact us.

Communication and Marketing play a vital role in our trade and investment promotion work to engage with our audiences. These audiences include Stakeholders and partners and Prospective businesses

Automated technologies or interactions. As you interact with the Aventri Event Platform, we will automatically use your data to provide links to other similar technologies such as WebEx and Microsoft teams for the purpose of delivering webinar content.

Links to third-party websites.

Our registration process may include links to platforms, whose privacy practices may be different from ours. If you submit Personal Information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any Website you visit.

Our legal basis for processing your data

The legal basis for processing your personal data is that it is necessary:

- to perform a task in the public interest
- in the exercise of our functions as a government department
- consent

How we share your information

No personal information collected as part of the survey will be shared outside of the Departmental Operations Centre (DOC). The results of the survey will be analysed and anonymised and the personal identifiable information collected as part of this survey will only be available to a limited number of individuals within the DOC.

We will, in some circumstances and where the law allows, share your data with other government departments, agencies, public bodies and third-party service providers which may include, but are not limited to:

- Amazon Web Services (AWS)
- Government Digital Service (GDS)
- Delivery Partners (DPs)
- Organisations contracted by DIT to provide marketing and communications services, including M&C Saatchi, Manning Gottlieb OMD, TMW Unlimited, Aventri and Populus

This list of third parties will be updated, should there be a requirement to share your information with other third parties and you will be notified if your information is shared with other third parties prior to sharing.

Aggregated analysis of responses may also be shared with the Information Commissioner's Office (ICO) the Government Internal Audit Agency (GIAA), and the National Audit Office (NAO).

We will not:

- sell or rent your data to third parties
- share your data with third parties for marketing purposes
- use your data in analytics

We will also share your data if we are required to do so by law or regulation – for example, by court order, or to prevent fraud or other crime.

How long we keep your data

Our retention will be in line with the DIT Retention Policy. We will only retain your personal information for as long as:

- it is needed for the purposes set out in this document
- the law requires us to,

in line with our records management and retention and disposal policy.

Subject to the paragraph above, we will retain your personal information for up to 12 months from the date on which it is provided or subsequently updated, in order to fulfil the purposes for which it was collected.

How we protect your data and keep it secure

We are committed to doing all that we can to keep your data secure. We have set up systems and processes to prevent unauthorised access or disclosure of your data -

for example, we protect your data using varying levels of encryption. All personal data is stored in the European Economic Area (EEA).

We also make sure that any third parties that we deal with keep all personal data they process on our behalf secure and in line with Data Protection legislation.

Your rights

You have the right to request:

- information about how your personal data is processed
- a copy of that personal data
- that anything inaccurate in your personal data is corrected immediately

You can also:

- raise an objection about how your personal data is processed
- request that your personal data is erased if there is no longer a justification for it
- ask that the processing of your personal data is restricted in certain circumstances

If you have any of these requests, get in contact with opscentre@trade.gov.uk

Contacting you

We will use the personal information you provide to contact you about the specific service you have used or enquiry you have made.

In addition to this, when you provide your personal information, you have the option to provide your consent for us to contact you by email or telephone with direct marketing communications. You will only receive these communications if you have given your consent.

If you provide your consent for direct marketing, you have the right to unsubscribe at any time. For email marketing, you can do so using the 'unsubscribe' link included in all DIT marketing emails. For telephone marketing, you should inform the caller that you do not wish to be contacted.

Contacting us

If you have any questions about this privacy notice or how we handle your personal information, you can also write to us at:

Data Protection Officer

data.protection@trade.gov.uk

Department for International Trade
King Charles Street
Whitehall

London
SW1A 2AH

You can also make a complaint to the Information Commissioner, who is an independent regulator.

casework@ico.org.uk
Telephone: 0303 123 1113
Textphone: 01625 545860
Monday to Friday, 9am to 4:30pm

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

Changes to this privacy notice

We reserve the right to update this privacy notice at any time and we will provide you with a new privacy notice when we make any substantial updates.

Confidentiality

Information provided whilst using this service, including personal information, may be disclosed in accordance with access to information regimes, primarily the Freedom of Information Act 2000 (FOIA).

If you want the information you provide to be treated confidentially, please be aware that, in accordance with the FOIA, public authorities are required to comply with a statutory code of practice which deals, amongst other things, with obligations of confidence.

In view of this, it would be helpful if you could explain to us why you wish that information to be treated confidentially. If we receive a request for disclosure of that information, we will take full account of your explanation, but we cannot give an assurance that confidentiality can be maintained in all circumstances.