

# Privacy Policy

## About LOFA

Leisure an Outdoor Furniture Association Ltd is a Members Association open to application by all trade companies selling Outdoor Furniture, Barbecues, Accessories, Spas, Outdoor Play Equipment and lighting. Membership is by limited by annual subscription. LOFA has a wholly owned subsidiary company, Premier Promotions & Exhibitions Limited, trading as SOLEX, which owns the Summer Outdoor Living Exhibition (SOLEX)

## Data Protection Officer

The Data Protection Officer for LOFA is the Company Secretary.

## About this Privacy Notice

This Privacy Notice explains how and why we collect and process your Personal Data as a member, which will normally be associated with our website, membership contact and the SOLEX Show. If you are already a member of the association, how we process your Personal Data will be covered in detail as part of your application and annual renewal document and our General Terms and Conditions.

## Personal Data that we collect

We recognise the term 'Personal Data' as formally defined by the General Data Protection Register (GDPR), *Regulation (EU) 2016/679 of the European Parliament*. We only collect a limited amount of data that allows us to manage the association effectively.

## Why we collect Personal Data

We collect your Personal Data to improve the service that we offer and deliver to member companies of the Association.

## How we collect Personal Data

We typically collect and process Personal Data in relation to membership, continued information dissemination, personal contact and for preparations for the SOLEX Show. Our Website also uses Cookie related technologies to track usage.

## For People Who Visit Our Website (Google Analytics)

When someone visits our Website, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

## If you do not want us to collect your Personal Data

If you do not want LOFA to collect and process your Personal Data with regard to our Association activities, please do not access our website and do not download available resources.

### **Your specific Rights with regard to your Personal Data**

You have a number of specific and detailed Rights with regard to your Personal Data. These include the right to rectification and erasure. To understand more about your specific rights and, or to exercise these rights in conjunction with this Privacy Notice please contact our Data Protection Officer at the LOFA Office.