

Advantage Card Privacy Notice

Who we are:

The Advantage Card
Royal Borough of Windsor & Maidenhead
Town Hall
St Ives Road
Maidenhead
SL6 1RF.

Lawful basis for processing the information:

We use your personal data on the basis of contractual obligation for the specific purpose of us issuing you with an Advantage Card. We won't send you any marketing information unless you expressly consent by signing up to our e-newsletters.

How we collect information from you:

Personal data is supplied by service users in person for a first Advantage Card or online for some renewals.

What information is collected from you:

The personal details we collect are name, address, contact details, date of birth and a photograph of you.

How we use the information you have provided:

We use this information to provide you with an Advantage Card showing your name, surname and picture and Advantage Card number. We use this to allow you a way to prove your membership in order to get free entry to Windsor Castle, discounted parking at borough car parks and over 200 offers from local shops, restaurants and days out.

Who has access to the information about you:

Library staff, Town Hall administrators and Royal Borough Leisure Centre staff have access to the system in order to issue and renew Advantage Cards.

Who we may share your information with:

We don't share your information with anyone else.

How long we store your information:

We keep your information on the Advantage Card system as long as you are a resident of the Royal Borough or until you tell us you no longer want to have a card. We ask you to renew your subscription every two years so we can keep information up to date.

Does your service utilise automated decision making? – No