

Privacy Notice ‘Enjoy Maidenhead’

Who we are:

Enjoy Maidenhead
St Ives Road
Maidenhead
SL6 1RF

Steph James – Maidenhead Town Manager

Steph.james@rbwm.gov.uk - 01628 796128

Lawful basis for processing information

General Data Protection Regulation Article 6(1)(a) Consent.

How we collect information:

Personal Data is provided by people signing up to events we run in the town centres.

Forms are usually completed online via the Royal Borough website or they are asked to complete consent forms on the day of the event.

What information is collected?

Name, address, contact details, preferred method of contact, medical history, emergency contact details, accident/incident details/ evaluation/ images and videos consent/ permission for under 18's to take part in activity/ projects or equivalent.

How we use the information provided:

To promote relevant Maidenhead Town Centre Opportunities.

To assess readiness for activity.

To help evaluate events i.e. number of recipients/ what they think about our event.

To share images/videos with permission for the Enjoy Maidenhead website, social media, sponsorship packs and the press.

Who has access to the information about you:

Maidenhead Town Centre Team / Emergency services in an emergency.

999 – Police, Ambulance, Fire Services, First Aiders

Who we may share your information with:

Survey Monkey : we use this website to send out short surveys to capture feedback from our events to help us improve them each year. See their [privacy notice](#) for more information.

Mail Chimp : is used to send out information about events and activities that are taking place in and around Maidenhead Town Centre. See their [privacy notice](#) for more information.

We only share your information if required to do so by law or if required to do so to provide emergency assistance to you where you are incapable of providing consent.

How long we store your information:

Your personal data will be kept for 13 months and you can ask us to remove this at any time by emailing us on Maidenhead.tm@rbwm.gov.uk.

Images, videos and case studies will be stored on the Maidenhead Town Centre Archive file as a permanent record.

Does your service utilise automated decision making? – No