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# Privacy Notice

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This Privacy Notice will explain how Treeconomics uses your personal data.

## What data do we collect?

- Personal identification information (name, email address, phone number, etc.)
- Data about your organisation (name and contact details)

## How do we collect your data?

We collect and process data when you:

- Enquire or order any of our services
- Collaborate with us on the provision of our services
- View our website
- Register for an event that we are hosting or co-hosting

Treeconomics may also receive your data indirectly from the following sources:

- Eventbrite web platform - if you register here for an event we are hosting
- GotoWebinar web platform - if you register here for a webinar we are hosting
- Any other third-party platform we may use for an event

## How will we use your data?

Treeconomics collects your data so that we can exercise the following legitimate business interests:

- Process your order and manage your account.
- If we have previously provided an urban forestry service to you, or if you have attended one of our events, we may contact you about other services we think you might be interested in, but only if they are relevant. We will do this in a non-invasive manner, and you may opt out at any time.

## How do we store your data?

If you are an existing client, Treeconomics securely stores your data in a cloud-based CRM system called Capsule and in a cloud-based finance system called Xero. To view their privacy notices, visit: <https://capsulecrm.com/security/> and <https://www.xero.com/uk/about/security/>

If you are a delegate at an event, we store your data in a cloud-based file storage system named Dropbox. To view their privacy notice, visit: <https://www.dropbox.com/privacy>

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If the event registration is hosted by Eventbrite or GotoWebinar, your data will also be stored on these systems. To view their privacy notices, visit: <https://www.eventbrite.co.uk/help/en-gb/articles/460838/eventbrite-privacy-policy> and <https://www.goto.com/company/legal/privacy/us>

If you subscribe to our mailing list, we store your data in a cloud-based marketing system called MailChimp. To view their privacy notice, visit: <https://mailchimp.com/about/security/>

Treeconomics will keep your personal and your organisation's data for an amount of time that is reasonable, and will allow us to re-establish contact in order to facilitate a timely review of your urban forestry needs. For example, to carry out a 10-year review of an urban forest asset valuation.

## Who do we share your data with?

If you attend an event that we are co-hosting with another company, they will also have access to your details.

## Marketing

Treeconomics would like to send you information about services we think might be of interest.

If you have agreed to receive marketing, you may always opt out by contacting us using the details below. You have the right to stop us from contacting you for marketing.

## What are your data protection rights?

Treeconomics would like to make sure you are fully aware of your data protection rights.

Every user is entitled to the following:

The right to access – You have the right to ask Treeconomics for copies of your personal data.

The right to rectification – You have the right to ask Treeconomics to correct any information you believe is inaccurate or incomplete.

The right to erasure – You have the right to ask Treeconomics to erase your personal data, under certain conditions.

The right to restrict processing – You have the right to ask Treeconomics to restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to Treeconomics processing your personal data, under certain conditions.

The right to data portability – You have the right to ask Treeconomics to transfer the data we have collected to another organisation, or directly to you, under certain conditions.

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If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

## **Privacy policies of other websites**

The Treeconomics website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## **Changes to our privacy policy**

Treeconomics keeps its privacy policy under regular review and places any updates on its web page.

## **How to contact us**

If you have any questions about our privacy policy, the data we hold about you, or if you would like to exercise your data protection rights, please contact us.

Should you wish to report a complaint, or if you feel that Treeconomics has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office ([www.ico.org.uk](http://www.ico.org.uk)).

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