



TOURISM SOUTH EAST INTERNATIONAL DEPARTMENT PRIVACY POLICY

Updated 27/4/2018

This policy explains when and why we collect personal information about you as a person working within the tourism sector, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this policy from time to time so please check this page occasionally to ensure you are happy with the changes. By subscribing to receive our e-newsletters you are bound by this policy.

Any questions about this policy should be emailed to poliver@tourismse.com or by writing to Tourism South East 40 Chamberlayne Road, Eastleigh Hampshire, SO50 5JH 02380 625400

Who are we?

The Southern and South East England Tourist Board trading as Tourism South East (Registered in England, No. 1345038) is a not-for-profit organisation with a mission to support the awareness and growth of **tourism** businesses and destinations within South East England through marketing, training, research and other services.

What does the International Marketing team of our organisation do?

The international marketing team provide the opportunity for suppliers working within the tourism sector of the South East of England to work together to promote their products to overseas travel trade & visitors.

By creating campaigns that target a country or area, we work to raise awareness of the South East of England to the travel trade & press within that country. South East tourism businesses pay to become partners within these campaigns which will often include an element of digital marketing via social media and e-newsletters.

Examples of those people that would benefit from receiving information from the international travel team would be travel professionals working within inbound tour companies such as tour operators, wholesalers, educational travel companies, Online travel/tour operators, international press and bloggers who are all looking to organise or publicise visits to the South East of England.

What information is being collected?

The personal information we collect about you will be your first & last name, job title, company name, email address, city, country, source, average group size, how many do you organise to the UK per year, how many tours are based within the South East, business type. The last four requests are optional.

The legal basis for processing your data is 'legitimate interest', we understand that you operate within the tourism sector and either encourage visitors to the UK or will be doing so in the future. We believe that our information will benefit you in your business.

We do not use your personal data for any automated decision making or profiling.

How is it collected?

Your information is collected in one of four ways

- 1) When you subscribe online to receive our free e-newsletters. This can be via our website www.visitsoutheastengland.co.uk (international travel trade section) or via links in social media.
- 2) When we meet face to face at travel trade/meet the media events, exhibitions, or shows or at one to one sales meetings and you verbally confirm that you are happy to receive our targeted international e-newsletters. An unsubscribe option will be available on any e-newsletter after this time if you change your mind.
- 3) When you consent as part of a travel trade competition to receive e-newsletters from us. The competition may be at a show or online as part of an e-newsletter. We will always ensure you can enter the competition without consenting to receive our e-newsletters.
- 4) Your details are provided at a travel trade event in a publication or show guide and you confirm in writing after initial contact that you are happy to be added to our e-newsletters.

Why is it being collected and how will it be used?

The International team is collecting this information so that we can send you relevant e-newsletters throughout the year. These newsletters will be filled with destination, attraction, travel, event & accommodation information and aim to provide inspiration and resource so that you can look to include the South East region into your travel brochures, itineraries, on online platforms or look to feature the partner or region in the press or online coverage. Links to further information will be included normally directly to the featured partner website or to their page on a website we work with or maintain.

How will it be stored?

Your information will be held on a secure password protected server and only used to send you e-newsletters. Your data will be kept on our mailing list and you will be sent emails throughout the year unless you unsubscribe. If your email address has become dormant for more than three years we will assume that you no longer wish to receive emails from us and we will remove you from our mailing list. We believe it can take up to three years, from an initial meeting between ourselves and a supplier, before the supplier and the partner (being represented as part of a campaign) will formalise a contract to work together within our region.

Who will it be shared with?

We will only share your information with any other party when you consent to this at a face to face meeting or in writing so that direct dialog can take place between yourself and a tourism business within the South East region or if you enter one of our travel trade competitions and you expressly advise us that you are happy to receive information from the partners involved in the competition prize. You will still be able to enter the competition if you choose not to receive information from partners.

Further Information.

- You can ask to see the personal data we hold about you and we will show you free of charge.
- We will update the personal data to correct errors when you tell us about them.
- We will supply you with a CSV version of the personal data we hold about you if you ask us to.
- If you wish to make a complaint regarding how we have handled your personal data please contact us initially by email to poliver@tourismse.com
- If you are not satisfied with the way we have responded to your complaint you can complain to the Information Commissioners Office (ICO)
- **If you want to stop receiving emails you can** click on the unsubscribe link at the bottom of any e-newsletter you receive or email international@tourismse.com
- We would ideally recommend you unsubscribe from our mailing list so we have a record that you do not wish to be contacted in the future, and we can honour your request indefinitely.
- You have the right to have all of your data deleted entirely, if you wish for this please email poliver@tourismse.com .