

# Privacy Policy Notice

We, the Standards Board for Alternative Investments (SBAI), are committed to protecting and respecting your privacy.

This notice sets out how the SBAI will process personal information. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. You have rights in relation to your personal data and in relation to how the SBAI processes such personal data. This notice is effective as and from 25 May 2018.

The SBAI may revise this Policy at any time by amending this page. You are expected to check this page from time to time to take notice of any changes we make, as they are binding on you.

Where your personal data provided to the SBAI as a result of your having provided such personal data to a member of the SBAI or your having a contractual relationship with the SBAI, then the SBAI may process your personal data.

## Information we collect from you or you provide to us

We will process personal information that we collect from you or you give to us which includes the following:

- Your name, job title, company name, address and website, email address and phone number
- Your bio and photo (when invited to speak at the SBAI events)

## Cookies

The SBAI collects information on its website through the use of cookies. Cookies on our website are used for the following purposes:

- Smooth navigation through the website
- To analyse the use of our website through Analytics software such as Google Analytics: These cookies collect information about how visitors use a website. These cookies do not collect information that can identify a user of the site. All information these cookies collect is anonymous and is only used to improve the performance of the site. They only record activity on the site you are on and they are only used to improve how a website works. E.g. they keep track of what pages and links are popular and which ones don't get used so much to help keep sites relevant and up to date. They are also very useful in identifying trends of how people navigate (find their way through) websites and if they get 'error messages' from web pages.

## Purposes of processing and legal basis for processing

Your personal data may be processed by the SBAI for the following purposes:

### 1. Legal basis: performance of the contract

If you have entered into a contract with the SBAI as a Signatory to the Alternative Investment Standards, as a Member of the Investor Chapter or Core Supporter, the processing of your personal data will be governed by the data protection provisions of that contract as per below:

#### Signatory Application Form - Use of Personal Data

Any personal details which are provided to the SBAI will be used only for the purposes of contacting Signatory organisations in connection with their status as a Signatory or in connection with materials published by or events organised by the SBAI or by third parties

#### Investor Chapter Application Form - Use of Personal Data

Any personal details which are provided to the SBAI will be used only for the purposes of contacting investors in connection with their status as an Investor Chapter Member or in connection with materials published by or events organised by the SBAI or by third parties.

#### Core Supporter Application Form - Use of Personal Data

Any personal details which are provided to the SBAI will be used only for the purposes of contacting Core Supporters in connection with their status as a Core Supporter or in connection with materials published by or events organised by the SBAI or by third parties.

### 2. Legal basis: pursuit of the legitimate interests of the SBAI

The SBAI may also process your personal data to update you on industry developments and the SBAI developments (monthly newsletters, press releases, updates), to request that you complete surveys, reply to consultations published by the SBAI and to invite you to SBAI events and working groups. The SBAI's legitimate interest in this regard is to keep its contacts informed of the SBAI developments.

Where the pursuit of the legitimate interests of the SBAI is indicated above to be the legal justification relied upon to process your personal data, a balancing test has been carried out to weigh the legitimate interests of the SBAI against the potential risks posed to your interests, fundamental rights and freedoms as a data subject, and it has been determined that the risks posed to your interests, fundamental rights and freedoms as a data subject are extremely limited and do not override the legitimate interests of the SBAI.

## Disclosure of your information to third parties

We may disclose your personal data to our selected third parties who host our events at their venues and require your names to provide you with access to their building during SBAI events hosted by them. We will take steps to ensure that the personal data is accessed only by employees of such affiliates that have a need to do so for the purposes described in this notice.

## Retention of personal data

Your personal data will be retained until you ask us to remove it.

## Your rights

You have a number of legal rights in relation to the personal information that we hold about you and you can exercise your rights by contacting us using the details set out below.

These rights include:

- Obtaining information regarding the processing of your personal information and access to the personal information which we hold about you.
- Requesting that we correct your personal information if it is inaccurate or incomplete.
- Requesting that we erase your personal information in certain circumstances.

We aim to reply to any requests with undue delay, unless the complexity of the request so requires. We shall inform you of any delays that may occur in replying to any request that you may have submitted to us. If any such requests are denied, you would have the right to complain to the relevant data protection authority.

## Links to third party websites

Our site may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## How to contact us

If you have any questions or would like to exercise any of the rights listed above, please contact us. You can do this by writing to us at:

- [info@sbai.org](mailto:info@sbai.org)
- Standards Board for Alternative Investments (SBAI), 7 Henrietta Street, London, WC2E 8PS, United Kingdom