

Why We Collect Personal Data

We are only permitted to use personal information if we have an acceptable reason to do so. This includes sharing it outside The Bedford Estates. The law says we must have one or more of these reasons:

Reason	What you need to know
To fulfil a <i>contract</i> we have with you	For example, when you become a tenant; book an event; buy a ticket; join our golf club; work with us. Failing to give certain information, when requested, may prevent us entering into a contract with you.
When it is our <i>legal duty</i> .	For instance meeting our obligations under Health & Safety and other legislation.
When it is in our <i>legitimate interest</i> .	When we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what it is. Examples of our <i>legitimate interests</i> are listed below.
When you <i>consent</i> to it.	We only send marketing communications to individuals who have consented to receive them. You can withdraw your <i>consent</i> and change your communication preferences at any time without any impact on a contract you have with us. Note: there are a few circumstances where we rely upon <i>legitimate interests</i> for marketing but we will always offer an opportunity to opt out of receiving them.

Your data is only used for the reason/s we told you when it was collected, unless we consider that we need to use it for another reason which is compatible with the original purpose. Your personal data may be used without your knowledge or consent, where this is allowable by law.

Examples of our legitimate interests:

- complying with regulations that apply to us
- being efficient about how we fulfil our legal and contractual duties
- managing our facilities
- making decisions about continued memberships and tenancies, arranging termination and exercising our rights set out in agreements or contracts and dealing with complaints
- efficient and proper estate and business management, planning, communications, keeping records up to date, benchmarking, accounting and auditing
- responding to communications sent to us, incl. social media posts; informing you of important changes to our business or policies; reviewing and improving the performance of our systems, processes & employees (including training)
- obtaining legal advice
- maintaining animal health and welfare
- to monitor and protect people and property for security purposes
- effective resource management
- delivering staff benefits

- notify/invite our community to events
- to decide whether you can provide goods or services to The Bedford Estates and take part in hosted events, and to enable the same
- administering competition entries
- to support the local community
- to track usage of our website and provide targeted advertising based on this activity

Archiving

The Bedford Estates has a rich archival heritage. For future research purposes which are in the public interest we store a limited amount of personal details permanently but please bear in mind that these records remain confidential for 100 years. Here are some examples of what we keep forever:

- your image if you have agreed to appear in publicity/print.
- your name, dates of membership and reason for resignation if you are a Golf Club member
- your name and length of agreement if you are a tenant
- letters of thanks and gift presentation information to employees

Further information can be found in the detailed privacy notices available from our businesses.