



## Privacy Notice

### GREAT FUTURES 2024

This privacy notice explains how the Department for Business and Trade (DBT), as a 'data controller', processes your personal data for the GREAT FUTURES event in Saudi Arabia taking place from 14 to 15 May 2024. We require your data so that:

1. We can review business registrations and identify successful candidates for attendance at the event.
2. DBT can effectively manage and coordinate the event, including facilitate successful candidates' requirements, such as travel, accommodation, dietary and access needs.
3. To effectively evaluate the success of the event to ensure that public money is spent responsibly for the benefit of encouraging and promoting UK trade and exports.

This notice is supplemented by our [main privacy notice](#) which provides further information on how DBT processes personal data and sets out your rights in respect of that personal data.

It is important that you read this privacy notice, so that you are aware of how and why we are using your data.

### Personal data DBT collects

DBT will collect information about:

- GREAT FUTURES event registrants, delegates, speakers and performers.

DBT will collect the following categories of personal data:

- name
- job title
- company/organisation name
- location – city and country
- sector and/or area of expertise
- email address
- mobile phone number
- dietary / allergy information
- mobility / access requirements
- gender and ethnicity information



- headshot photograph, where required
- consent to photograph/film attendees at the event
- passport, travel, hotel and e-visa information, where required

## **Why DBT asks for this information and what happens if it is not provided**

DBT (and selected third parties) will collect this information in order to:

- ensure that we have diverse guest list
- assist businesses to start or expand their exporting journey to Saudi Arabia;
- manage our relationship with businesses, maintaining, and promoting contact with existing and prospective trade clients
- tailor the GREAT FUTURES event to your needs and provide any necessary follow up support
- provide relevant information and updates for the event
- assist with travel and hotel arrangements, where required
- provide dietary and access requirements
- process images for the purposes of name badges/security identification where required
- facilitate delegate round tables and meetings where required
- provide relevant export information and follow up support from the Department for Business and Trade, including event invites, event surveys, future trade missions and other export resources that may be relevant to your business

If you do not supply this information we may not be able to assist with your travel requirements, cater for your dietary needs or ensure safe access to the event.

## **Legal basis for processing your personal data**

The information below sets out the primary legal basis we rely on for processing the personal data we collect about you.

In some instances, we may process your data further for a compatible purpose and/or on other legal bases. For example, your data may be used for archiving, research and/or statistical purposes. These are compatible purposes for further processing in UK GDPR and your data will be subject to appropriate safeguards if used for such purposes.



## Legal basis for processing

### **Consent Personal Data (Article 6(1)(a) UK GDPR)**

**An opt in consent tick box at the point of registration for:**

- dietary and access information
- ethnicity and gender of the attendee(s)
- photography/film
- passport information (\*where required)
- e-visa information (\*where required)

### **Contract (Article 6(1)(b) UK GDPR)**

Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;

### **Public Task (Article 6(1)(e) UK GDPR)**

Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;

### **Special Category Data (Article 9(1)(a) UK GDPR)**

#### **Explicit consent**

- dietary and access
- ethnicity and gender

\*Where we are directly managing travel arrangements (including flights) for delegates and speakers

You are free to withdraw your consent at any time, please

contact [KSATaskforce@businessandtrade.gov.uk](mailto:KSATaskforce@businessandtrade.gov.uk)

## How DBT processes personal data it receives

Once received your data will be:

- stored within DBT's approved event database Stova and/or internal sharepoint database which is managed by the Department for Business and Trade, the Bray Leino event management team and The Cabinet Office (GREAT UK).
- once your personal data is no longer needed as part of the assessment any identifiers will be removed and a de-identified dataset will remain for audit purposes
- Access to the relevant parts of the event platform and Sharepoint is limited and is appropriately technically secured.



## Third party processors

### UNITED KINGDOM BASED

- The Cabinet Office (GREAT)
- Department for Digital, Culture, Media and Sport
- The Foreign, Commonwealth and Development Office
- Department for Science, Innovation and Technology
- UK Export Finance
- Visit Britain
- British Airways (\*\*where required)
- Event Management Company – Bray Leino - who are contracted by DBT to provide event management for the GREAT FUTURES event. We have a contract with Bray Leino which means that they are required to meet appropriate security standards and which also means that they cannot use your data without instruction from DBT.
- An event management platform – Stova - who are contracted by DBT to provide an event management platform for all our events. We have a contract with Stova which means that they are required to meet appropriate security standards and which also means that they cannot use your data without instruction from DBT.
- An event platform – CrowdComms – will be utilised at the event. Delegate data will be shared with CrowdComms to generate name badges and allow delegate access to the web app where delegates can choose to share their details with other delegates and contact them via the web app to arrange business meetings.
- A survey company, Yonder – conducting an evaluation survey.
- An Event Management Company – TMW.

### KINGDOM OF SAUDI ARABIA BASED

- Kingdom of Saudi Arabia Government.
- Saudi Arabian transport companies.
- Saudi Arabian catering companies.
- Saudi Arabian venues and hotels.

\*\*Where DBT is directly managing travel arrangements (including flights) for delegates and speakers

## Information sharing

We may share personal data you provide:

- with other government departments, public authorities, law enforcement agencies and regulators\*



- with other third parties where we consider it necessary in order to further our functions as a government department
- in response to information requests, for example, under Freedom of Information (FOI) law or the Environmental Information Regulations (EIR)
- to a court, tribunal or party where the disclosure is necessary in order to exercise, establish or defend a legal claim
- where we are ordered to do so or where we are otherwise required to do so by law
- with third party data processors as governed by contract

## **Overseas Transfer of Personal Information.**

Some data, as listed below, will be transferred overseas, in this case with the Kingdom of Saudi Arabia government and venues, hotels, caterers and travel providers located in Saudi Arabia in order to manage and coordinate the event effectively. This will be done with appropriate safeguards in place. This data may include:

- name
- job title
- company/organisation
- sector and/or area of expertise
- location, for example city and country of business
- dietary and access requirements
- passport details
- e-visa information
- hotel information

The transfer is necessary for the performance of a contract between the data subject and the controller. In order to perform core functions of the event to assist your business, it is necessary for DBT to share the aforementioned data types with the Kingdom of Saudi Arabia Government and third-party processors as listed in this Privacy Notice who are working with DBT to manage and facilitate the event.

You can find out more detailed information about how we share data and further processing in the [main privacy notice](#).



## How long will DBT hold your data for

DBT will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

If we decide that we need to process your personal data for a reason which is incompatible with the purposes for which we collected it for, we will contact you to explain why we are doing this and why it is lawful to do so.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

## Your rights

You have a number of rights available to you under UK data protection legislation, including:

- the right to request copies of the personal data we hold about you
- the right to request that we rectify information about you which you think is inaccurate or incomplete
- the right to request that we restrict your data from further processing (in certain circumstances)
- the right to object to the processing of your data (in certain circumstances)
- the right to data portability (in certain circumstances)
- the right to request that we erase your data (in certain circumstances)
- the right not to be subject to a decision based on solely automated data processing

You can contact DBT's Data Protection Officer for further information about how your data has been processed by the department or to make a complaint about how your data has been used. Please contact: [data.protection@businessandtrade.gov.uk](mailto:data.protection@businessandtrade.gov.uk)

You can also submit a complaint to the Information Commissioner's Office (ICO) at:



Department for  
Business & Trade

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

W: <https://ico.org.uk/>

Tel: 0303 123 1113

You can find out more about your rights as a data subject, and details of how to contact our Data Protection Officer and the ICO in our [main privacy notice](#).