

PBA's Privacy Policy

Last updated: 28 May 2025

At the Partnership Brokers Association (PBA), your privacy matters. This Privacy Policy explains how we collect, use, share, and protect your personal information, and what rights you have over your data. It applies to all individuals who interact with our services, including our website, application, events, training, and other offerings.

1. Our commitments

- We respect the personal nature of your data and store it securely.
- We never sell your personal data.
- We will remove your data from our systems promptly upon request.
- We follow data protection laws including the UK General Data Privacy Regulation (GDPR) and, where applicable, relevant global privacy frameworks.

2. Who this policy applies to

We collect and process personal data from:

- Visitors to our website or application;
- Participants in our training, webinars, or events;
- Newsletter or journal subscribers;
- Clients of our 1-to-1 support services;
- Individuals representing commissioning organisations;
- PBA Associates and service providers acting on our behalf.

3. What data we collect

We may collect the following personal information, depending on your interaction with us:

- **Contact details:** Name or pseudonym, email address;
- **Professional information:** Country of origin/work, working languages, affiliated organisations, LinkedIn ID;
- **Engagement preferences:** Interests, communication choices;
- **Shared content:** Resources or posts uploaded to the platform;
- **Technical data:** Cookies, IP address, and browser data when visiting our website.

We only collect data that is relevant, limited to what is necessary, and with your knowledge.

4. How we collect your data

Directly from you:

When you:

- Register or sign up for services, events, or newsletters;
- Participate in training, events, or online platforms;
- Provide information as a commissioning organisation or Associate;
- Communicate with us by email or feedback forms.

Automatically via our website:

We use **cookies** to improve user experience and gather non-identifiable browsing data. These cookies help us understand visitor behaviours and optimise site performance. You can manage your cookie preferences via your browser settings.

5. How we use your data

We use your data to:

- Deliver our services and improve your user experience;
- Communicate updates, events, or learning opportunities aligned with your interests;
- Respond to enquiries, feedback, or support requests;
- Facilitate networking or community engagement among members (with consent);
- Track trends (e.g., general themes of shared content) to support community learning and reporting;
- Ensure the integrity and safety of our platform and services.

We do **not** use your data for profiling, automated decision-making, or commercial advertising.

6. Who can access your data

Your information is accessible only to:

- Designated PBA staff and authorised Associates;
- External service providers working under strict confidentiality agreements, and only for essential service delivery;
- Providers may include those based outside the UK. In such cases, we ensure appropriate safeguards to protect your data.

We will never share your data with third parties beyond this scope without your explicit consent unless legally required (e.g., fraud prevention or court orders).

7. How we store and protect your data

We take appropriate organisational and technical measures to protect your data, including:

- Secure cloud storage;

- Password-protected access controls;
- Data minimisation and regular reviews;
- Role-based access for staff and Associates.

While no system is 100% secure, we are committed to minimising risk and responding quickly in the event of a breach.

Your data is retained only as long as necessary. If you leave the network or unsubscribe, your data will be securely deleted within a reasonable timeframe.

8. Your rights

You have the right to:

- Request access to your personal data;
- Ask for corrections to inaccurate or outdated data;
- Request deletion or restrict processing of your data;
- Withdraw your consent at any time;
- Be informed about how we protect your data.

To exercise your rights, contact us at: info@partnershipbrokers.org.

9. Opting out

You can opt out of communications from us at any time by clicking “unsubscribe” links in our emails or by contacting us at info@partnershipbrokers.org.

10. Contact us

If you have any concerns, questions, or would like to exercise your rights under this policy, please contact: info@partnershipbrokers.org.