



HERALDIC INSTITUTE

Data Protection

We abide by, as we are obliged to, the European Union's General Data Protection Regulation (GDPR). The full text of which can be found at:

<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02016R0679-20160504>

This statement explains how we, the Heraldic Institute, handle and use data we collect about our members, fellows, customers and clients. In broad terms, we use your data to manage the ongoing relationship between you and the Institute as part of our working association, keeping you up to date on our work, and engaging with you on possible further ideas. We also need to keep records of my transactions for legal reasons.

We will retain your data indefinitely or until you request us to do otherwise. When changes are made to this statement, we will publish the updated version on our website or notify you by other communications channels as we deem appropriate or necessary.

The controller for your personal data is Dr John F. Müller, Fischerhalde 32, 79206 Breisach am Rhein, Germany. The person responsible for data protection at the time of issue, and the person who is responsible for monitoring compliance with relevant legislation in relation is, Dr John F. Müller, contactable at: director@heraldicinstitute.com

The legal basis for processing your personal data is that it is necessary for the purposes of my legitimate interests, where we have concluded that our interests do not impact inappropriately on your fundamental rights and freedoms, except where elsewhere in this statement we have indicated otherwise. You may ask us to explain our rationale at any time.

What data do we collect?

Legally we are obliged to keep records of certain transactions with you, especially if they are financial. The details will include your full name and means of communication with you (email or physical address or social media contact or telephone number or some or all of these).

Why do we collect data?

Primarily we have to collect data for legal reasons. We also collect and process your personal data, as specified below, for a number of other purposes, including:

- A. maintaining a formal record of communications or commission and our work in response to that communication,
- B. retaining a formal record of our achievements in order to promote and improve the reputation of our work and to help you to network with other interested parties effectively,
- C. engaging you with events, special offers, promotions etc. that we believe will be of interest to you,
- D. providing you with information about the development of our work,
- E. and the, unlikely, event of us wishing to promote third party services we believe will be of interest to you.

Telling us what you want.

You are able to change your communication preferences (or ask us to cease sending you news and other communications completely) by emailing director@heraldicinstitute.com. You may request changes at any time. You have the right to ask us for access to, rectification or erasure of your data; to restrict processing (pending correction or deletion); to object to communications or direct marketing; and to ask for the transfer of your data electronically to a third party (data portability). Some of these rights are not automatic, and we reserve the right to discuss with you why we might not comply with a request from you to exercise them. Where you opt out of all future communications or exercise your right to erasure, we will continue to maintain a core set of personal data for statutory purposes.



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How we share your data.

We aim, from the outset, not to share your data except when we legally have to or believe it is in your overwhelming interest that we do so.