Introduction

All individuals who communicate formally on behalf of the Institution with CIBSE members and contacts should make sure they are aware of their responsibilities in line with the Data Protection Act and CIBSE’s commitment and legal duty to protect member data in line with this Act.

CIBSE Groups, Regions, Networks and Societies are able to email their members and contacts to notify them of upcoming events. This may also include events being hosted outside of the CIBSE CRM event registration system, on external event registration systems such as EventBrite.
The Data Protection Act

The Data Protection Act controls how personal information is collected and used by organisations, businesses or the government. Everyone responsible for using data has to follow strict rules called ‘data protection principles’.

The full Data Protection Act can be found at www.legislation.gov.uk/ukpga/1998/29/contents

The eight key principles can be found at https://ico.org.uk/for-organisations/guide-to-data-protection/data-protection-principles/

CIBSE’s Privacy Policy

CIBSE has a very clear privacy policy, which is available on the CIBSE website at www.cibse.org/terms-and-conditions/privacy-policy

All mass email communications sent by CIBSE must include an unsubscribe option and text to explain the reason they are receiving the email. Please note that the CIBSE bulk email system automatically includes an unsubscribe link.

Example of the text to be included:

You are receiving this newsletter as you are a member of CIBSE. If you do not wish to receive future emails please unsubscribe using the link below.

Your obligations

CIBSE’s membership data is protected under our data protection obligations. As such membership data must not be sold on, or made available to external companies, without the consent of the data subjects.
These obligations extend to any contacts list held by or on behalf of any Group, Region, Network or Society for sending out communications to our membership or to non-members who participate in our Groups. Groups, Regions, Networks and Societies must not share or pass on any of the membership or personal contact data they hold. Such disclosure is an offence under the Data Protection Act and could render the Institution liable to action by the Information Commissioner.

All communications need to include an option for receivers to unsubscribe from further communications, and this needs to be actioned accordingly if an unsubscribe request has been received. If Regions, Groups Networks or Societies run their own lists (which we strongly discourage) then they need to understand that they are liable for fulfilling unsubscribe requests and passing that information on to CIBSE staff and that failure to do so may be actionable.
Event registration set up

When setting up an event registration using an external event registration system, Groups, Regions, Networks and Societies need to ensure that they include an opt-out option for future communications.

Example of the text to be included:

If you do not wish to receive communications from CIBSE in the future, please tick here [ ]

It is essential that the individual setting up the event then checks carefully to ensure that anyone checking this option does not receive any follow up emails, is not added to any mailing list for any future communication and this information is passed on to CIBSE staff.

Event sponsorship

There may be occasions when a specific event is sponsored by an external company. As part of this agreement the company may seek to obtain the details of all those who have attended or registered for the specific event.

This would be permissible, and is not uncommon, however if this is the intention, then this must be clearly communicated to those who are registering at the time of registration, with a very clear option to opt-out, as this is their legal right.

Wording could be for example:

If you do not want to receive information from [COMPANY NAME], the sponsor of this event, please tick here [ ]

At no point should membership or contact data be passed on to third parties without the explicit individual consent of all individuals concerned and written authorisation from the CIBSE Interim Head of Marketing – Clare Bott, cbott@cibse.org / 020 8772 3639.

Contact details

If you are in any doubt about what your obligations are in terms of data protection then please contact CIBSE Database Manager – Clare Riddiford, criddiford@cibse.org / 020 8772 3669 for clarification.