

# ACE Privacy Notice

## 1. Introduction

- 1.1 The Association of Chief Executives (“ACE”, “we”, “our”, or “us”) is committed to protecting your personal data and handling it transparently and securely.
- 1.2 This Privacy Notice (“this Notice”) explains how we collect, use, store and share your personal information. This Notice applies to members, prospective members, event participants and other individuals who engage with ACE through membership, events or research activity.
- 1.3 ACE acts as a data controller for most personal data described in this Notice. In limited circumstances, we may act as a data processor when handling personal data strictly on behalf of partner organisations and in accordance with their instructions.

## 2. The information we collect and why

2.1 We may collect and process the following types of personal data:

- Name and title
- Job title and organisation
- Email address
- Telephone number
- Postal address
- Billing and payment information
- Membership status and history
- Event attendance and participation records
- Dietary and accessibility requirements (for events, where provided)
- Communications with ACE (including emails and survey responses)

2.2 We only collect personal data that is necessary for the purposes described in this Notice.

## 3. How we use personal data

3.1 We use personal data for the following purposes:

| Purpose                                            | Data used                                                              |
|----------------------------------------------------|------------------------------------------------------------------------|
| To administer membership and provide services      | Name, job title, contact details, organisation, membership information |
| To process payments and issue invoices             | Name, job title, organisation, billing and financial data              |
| To communicate about events, networks and research | Name, job title, email, organisation, event history                    |

|                                                |                                                                                        |
|------------------------------------------------|----------------------------------------------------------------------------------------|
| To deliver events and manage participation     | Name, job title, contact details, dietary and accessibility requirements (if provided) |
| To conduct research and improve services       | Aggregated data, survey responses                                                      |
| To comply with legal and financial obligations | Relevant personal and financial records                                                |

#### **4. Lawful bases for processing**

4.1 Under UK GDPR, we rely on the following lawful bases:

- Contract - where processing is necessary to deliver membership services
- Legal obligation - where required for financial reporting or compliance
- Legitimate interests - where processing is necessary for ACE's legitimate interests and these are not overridden by your rights and freedoms, including:
  - Supporting professional networks and knowledge-sharing
  - Informing public sector leaders about relevant events, research and services
  - Improving ACE services and delivery
- Consent - for specific activities such as certain communications or surveys

4.2 Where we send electronic marketing communications, we will:

- rely on consent where required by law, or
- rely on legitimate interests where you would reasonably expect to receive communications in the context of a membership, or engagement, with ACE

You can opt out of marketing communications at any time by using the unsubscribe link in emails or by contacting us directly.

#### **5. Your data protection rights**

5.1 You have the following rights under UK data protection law:

- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to object
- Right to data portability
- Right to withdraw consent (where applicable)

5.2 You can exercise these rights by contacting us (see Section 12). We will respond within one month.

## **6. Where we get personal data from**

### **6.1 We collect personal data from:**

- You directly (or an individual acting on your behalf), e.g. membership forms, events, surveys
- Publicly available sources, e.g. organisational websites, social media platforms such as LinkedIn

## **7. Data sharing**

### **7.1 We share personal data only where necessary with trusted processors, including:**

- Xero (UK) — financial accounting
- Institute for Government (UK) — IT hosting and support
- Zestia / Capsule CRM (UK) — contact and relationship management
- Independent financial accountant

### **7.2 All processors are required to process personal data in accordance with data protection law and appropriate contractual safeguards.**

### **7.3 In the context of administering membership, event bookings and related services, ACE may share limited personal data with individuals acting on behalf of members or their organisations. This may include executive assistants, personal assistants, finance teams or other authorised administrative contacts.**

### **7.4 Such sharing is limited to what is necessary to:**

- manage membership subscriptions and renewals
- process invoices and payments
- coordinate event bookings and attendance
- facilitate communications relating to membership services

### **7.5 Where we receive personal data from, or share personal data with, such authorised representatives, we expect organisations to ensure, where applicable, that individuals are aware of how their data is used and that appropriate permissions are in place.**

## **8. International data transfers**

### **8.1 ACE primarily processes personal data within the UK. Where our service providers store or access data outside the UK, we ensure appropriate safeguards are in place, such as UK International Data Transfer Agreements or UK-approved standard contractual clauses.**

## **9. Data retention**

9.1 We retain personal data only for as long as necessary to fulfil the purposes outlined in this Notice and to meet legal and financial obligations.

- Personal data of former members is deleted one year after membership renewal deadlines (by 30 March each year). This period allows ACE to manage membership cycles, financial records, and appropriate follow-up engagement.
- Historical, non-personal or anonymised data may be retained for research and trend analysis.

## **10. Data security and breaches**

10.1 We implement appropriate technical and organisational measures to protect personal data from unauthorised access, loss, misuse or disclosure.

10.2 ACE takes data security seriously. In the event of a personal data breach, we will:

- assess the risk to individuals
- where required, notify the Information Commissioner's Office within 72 hours
- where there is a high risk to individuals, inform affected individuals promptly
- investigate the cause and take corrective action

10.3 We maintain a record of all data breaches in accordance with legal requirements.

## **11. Automated decision-making**

11.1 ACE does not use automated decision-making or profiling that has legal or similarly significant effects on individuals.

## **12. Contact details**

12.1 The ACE Secretariat has responsibility for data protection compliance. For any queries or to exercise your rights, please email [secretariat@associationofchiefexecutives.org.uk](mailto:secretariat@associationofchiefexecutives.org.uk).