

## Privacy Policy

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The West Midlands Advanced Construction Cluster (WMACC) is committed to protecting your privacy. This policy explains how we collect, use and protect your personal data when you use our website.

### Who we are

WMACC is a regional partnership supporting the adoption of advanced construction across the West Midlands. For the purposes of data protection law, WMACC is the data controller responsible for your personal data.

### What information we collect

We may collect and process the following information:

- Contact details such as name, email address, organisation and job title (for example, when you contact us or sign up to updates)
- Information you provide through forms or email correspondence
- Technical information, including IP address, browser type, device information and usage data collected through cookies and analytics tools

### How we use your information

We use your personal data to:

- Respond to enquiries and requests
- Share updates, news or information you have opted to receive
- Improve the performance and usability of our website
- Monitor and analyse website usage

We will only use your data where we have a lawful basis to do so, including consent, legitimate interests, or to meet legal obligations.

### Cookies

Our website uses cookies to help it function effectively and to understand

how visitors use the site. You can control or disable cookies through your browser settings.

## **Sharing your information**

We do not sell your personal data. We may share information with trusted service providers who support our website or communications, but only where necessary and under appropriate data protection agreements.

## **How long we keep your data**

We retain personal data only for as long as necessary to fulfil the purposes it was collected for, or to comply with legal or regulatory requirements.

## **Your rights**

Under UK data protection law, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate or incomplete data
- Request deletion of your data
- Object to or restrict certain types of processing
- Withdraw consent where consent has been given

To exercise these rights, please contact us using the details below.