

# DATA PROTECTION POLICY

Approved by the BCI Council, 1st June 2011

Reviewed by legal counsel on 1 July 2015

## Orientation

The following document is the Better Cotton Initiative Data Protection Policy with regards to its members.

The Better Cotton Initiative values its members' support and loyalty. We recognise that data protection is an important issue and have therefore developed a Data Protection Policy (this Policy) to outline our practices regarding the personal and organisation information we collect when you become BCI member and access the services provided as part of this membership.

BCI commits to this Policy for the use and protection of information provided by members. As a BCI member you consent to the use of your personal and organisation information as described in this Policy. You and BCI agree to comply with the BCI's Data Protection Policy.

The Data Protection Policy will be reviewed from time to time in line with BCI's commitment to continuous evaluation and improvement. If you would like any further information, or have any questions regarding this Policy, please contact us at: [membership@bettercotton.org](mailto:membership@bettercotton.org)

## 1. What information do we collect?

When you apply for BCI membership, personal data<sup>1</sup> (such as name, phone number, and email address) and organisation data<sup>2</sup> is captured from your application form, through email conversations, as well as through any other form of communication exchange between you and BCI.

Reporting information is also gathered from member reports on an annual basis.

Statistical information (such as number of users, pages most accessed and timing of access) is collected through the BCI ICT platforms (incl. website and Better Cotton Tracer), and processed into aggregated data. Individual persons or organisations are not identified in this collection.

## 2. Use of information collected

All information collected will be treated as confidential.

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<sup>1</sup> 'Personal Data' shall mean any information relating to an identified or identifiable natural person.

<sup>2</sup> 'Organisation Data' shall mean any information relating to an identified or identifiable organisation/company/business.

This information is for BCI's internal use, unless explicitly approved by members in their application form or by other means (for instance, through communications or in the ICT platforms).

- » Personal and organisation data collected is used to enable BCI to deliver stated membership services and benefits. This includes, but is not limited to providing members with information about meetings, events, application support, member support, and access to specific account/profile information for administrative purposes.
- » Aggregated and reporting data is used to enable the monitoring and evaluation of the BCI services and system, understand progress and challenges, identify successes, improve efficiency, and ensure high value.

Email addresses of BCI members may be shared in group communications between BCI and its members (for instance, in the organisation of surveys, workshops and communications with specific BCI working groups)

Anonymised aggregated organisation data may be made available to the public by BCI.

BCI may use third party providers for data collection, storage and processing. BCI will ensure that contracted third party providers comply with the BCI Data Protection Policy (this Policy).

BCI will not sell or otherwise disclose your personal, organisation and reporting information to third parties except as described above.

All data collected may be kept and used by BCI and its contracted third party provider inside and outside Switzerland, or of your country of residence for non-commercial purposes.

All data collected will be stored by BCI and its contracted third party provider for the duration of your membership and beyond, should your membership end.

### **3. Data security and Member rights**

BCI and its contracted third party provider will take the appropriate measures (technology) to protect information collected against unauthorised access, loss, misuse and alteration of information under our control.

You have the right to ask for information regarding the personal data that the BCI holds about you and your organisation, and to have this information modified or deleted.