

Privacy Policy: Wrexham BID Ltd

Last Updated: February 24, 2026



1. Introduction

Wrexham BID Ltd ("we," "us," or "our") is committed to protecting and respecting the privacy of our levy payers, local businesses, and visitors to our website, wrexhambid.co.uk. This policy explains how we collect, use, and safeguard your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Information We Collect

We may collect and process the following data about you:

- **Levy Payer Data:** Name, business address, and contact details provided to us by Wrexham County Borough Council (WCBC) for the purpose of statutory BID levy collection.
- **Contact Information:** Name, email address, and phone number if you sign up for our newsletter, contact us via the website, or engage with our "BID Rangers."
- **Technical Data:** IP address, browser type, and usage patterns collected via cookies when you visit our website.
- **Marketing Preferences:** Your preferences in receiving communications from us regarding city centre events, grants, and business support.

3. How We Use Your Data

We use your information to:

- **Fulfill our Statutory Purpose:** To deliver the projects outlined in the Wrexham BID Business Plan.
- **Communication:** To send "Levy Payer Updates" regarding city centre safety, cleansing, and promotional events.
- **Bilingual Services:** To ensure communications are available in both **English and Welsh**, as per our commitment to Wrexham's local identity.
- **Security:** To coordinate with North Wales Police and WCBC to improve city centre safety.

4. Legal Basis for Processing

- **Public Task/Legal Obligation:** Processing levy payer data is necessary for the administration of the Business Improvement District under the *Business Improvement Districts (Wales) Regulations 2005*.
- **Consent:** For marketing newsletters and non-essential cookies.
- **Legitimate Interests:** To promote Wrexham as a destination for investment and tourism.

5. Sharing Your Data

We do not sell your data. We only share information with:

- **Wrexham County Borough Council:** For levy collection and baseline service monitoring.
- **Contracted Partners:** Third parties delivering BID services (e.g., street cleansing teams or event organizers) who are contractually bound to protect your data.
- **Law Enforcement:** When required for the prevention or detection of crime in the Wrexham city centre.

6. International Transfers

Your data is stored on secure servers within the UK. If any third-party software (e.g., Mailchimp) transfers data outside the UK, we ensure appropriate safeguards (such as Standard Contractual Clauses) are in place.

7. Your Rights

Under UK GDPR, you have the right to:

- Request access to the personal data we hold about you.
- Request correction of inaccurate data.
- Request erasure of your data (where consent was the basis for processing).
- Object to direct marketing at any time.

8. Cookies

Our website uses cookies to distinguish you from other users. You can manage your cookie preferences through your browser settings.

9. Contact Us

For any questions regarding this policy or our privacy practices, please contact our Data Protection Officer:

Wrexham BID Ltd

10 Grosvenor Road

Wrexham, North Wales

LL11 1SD

Email: info@wrexhambid.co.uk