

# Privacy Policy

Wrexham BID Ltd | [wrexhambid.co.uk](http://wrexhambid.co.uk)

Last Updated: February 2026

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## 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](http://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 categories of personal data:

- **Levy Payer Data:** Name, business address, NNDR reference, and contact details provided to us by Wrexham County Borough Council (WCBC) for the purpose of statutory BID levy administration.
- **Contact Information:** Name, email address, and phone number if you sign up for our newsletter, contact us via our website, or engage with our BID Rangers programme.
- **Technical Data:** IP address, browser type, and usage patterns collected via cookies when you visit [wrexhambid.co.uk](http://wrexhambid.co.uk).
- **Marketing Preferences:** Your stated preferences regarding communications about city centre events, grants, and business support initiatives.

## 3. How We Use Your Data

We use your personal information to:

- Fulfil our statutory purpose and deliver the projects outlined in the Wrexham BID Business Plan.
- Send Levy Payer Updates regarding city centre safety, cleansing, and promotional events.
- Ensure communications are available in both English and Welsh, in line with our commitment to Wrexham's bilingual identity.
- Coordinate with North Wales Police and WCBC to improve city centre safety and security.
- Administer grants and business support schemes for levy-paying businesses.

## 4. Legal Basis for Processing

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

## 5. Sharing Your Data

We do not sell your personal data. We only share information in the following circumstances:

- **Wrexham County Borough Council:** For levy collection, baseline service monitoring, and statutory reporting.
- **Contracted Service Partners:** Third parties delivering BID services (e.g., street cleansing, event organisers, BID Rangers) who are contractually bound to protect your data under a Data Processing Agreement.
- **Law Enforcement:** When required by law or for the prevention or detection of crime in the Wrexham city centre.

## 6. International Transfers

Your data is stored on secure servers within the United Kingdom. If any third-party software (e.g., Mailchimp or similar email platforms) transfers data outside the UK, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) approved by the ICO.

## 7. Your Rights

Under UK GDPR, you have the right to:

- Request access to the personal data we hold about you (Subject Access Request).
- Request correction of inaccurate or incomplete data.
- Request erasure of your data where consent was the basis for processing.
- Object to direct marketing at any time.
- Lodge a complaint with the Information Commissioner's Office (ICO) at [ico.org.uk](https://ico.org.uk).

## 8. Data Retention

Levy payer data is retained for the duration of the 5-year BID term and any subsequent statutory audit period. Marketing and consent-based data is retained until you withdraw your consent. Website technical data is held in line with our cookie policy.

## 9. Cookies

Our website ([wrexhambid.co.uk](https://wrexhambid.co.uk)) uses cookies to distinguish you from other users and to improve your experience. You may manage your cookie preferences via the cookie consent banner on the website or through your browser settings. Non-essential cookies are only placed with your consent.

## 10. Contact Us

For any questions regarding this policy, to exercise your data rights, or to contact our Data Protection Officer, please reach us at:

### **Wrexham BID Ltd**

10 Grosvenor Road, Wrexham, North Wales, LL11 1SD

Email: [info@wrexhambid.co.uk](mailto:info@wrexhambid.co.uk)

Website: [wrexhambid.co.uk](http://wrexhambid.co.uk)