

Privacy Policy for Institute of Commercial Management (ICM) Membership Website

Effective Date: 24th July 2023

At the Institute of Commercial Management (ICM), we are committed to protecting the privacy and confidentiality of our members' personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal data when you use the ICM Membership Website. By accessing and using our website, you consent to the practices described in this Privacy Policy.

Information We Collect:

a. **Personal Information:** When you register as a member on the ICM Membership Website, we may collect personal information such as your name, email address, contact number, and professional background. This information is necessary to create and manage your account.

b. **Communication Data:** If you communicate with us via email or through our website's messaging system, we may collect and store the content of your communication, including attachments and other relevant details.

c. **Website Usage Data:** We may collect information about your interactions with the ICM Membership Website, such as your IP address, browser type, device information, and pages visited. This data helps us analyse website performance and improve user experience.

Use of Information:

a. **Personalization:** We use the information collected to personalize your experience on the ICM Membership Website, including tailoring content and recommendations based on your interests and preferences.

b. **Account Management:** Your personal information is used to manage your membership account, provide access to relevant resources, and process transactions related to membership fees or purchases.

c. **Communication:** We may use your contact information to send you administrative updates, important notices, newsletters, and promotional materials related to ICM activities and events. You can opt-out of receiving marketing communications at any time.

d. **Website Improvement:** We analyse website usage data to identify trends, assess user preferences, and optimize the performance of the ICM Membership Website.

Data Sharing:

a. **Third-Party Service Providers:** We may share your personal information with trusted third-party service providers who assist us in operating the website, managing membership data, processing payments, and delivering services to you. These providers are contractually obligated to keep your information confidential and use it solely for the intended purposes.

b. **Legal Requirements:** We may disclose personal information when required to comply with applicable laws, regulations, legal processes, or government requests.

c. **Business Transfers:** In the event of a merger, acquisition, or any other change in control of ICM, your personal information may be transferred to the new entity, subject to the same privacy commitments.

Data Security:

We implement appropriate technical and organizational measures to protect your personal information from unauthorised access, loss, misuse, alteration, or disclosure. However, no data transmission over the internet or electronic storage method is entirely secure. While we strive to protect your data, we cannot guarantee absolute security.

Data Retention:

We will retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

Your Rights:

You have the right to access, update, correct, and delete your personal information held by ICM. To exercise these rights or raise any privacy concerns, please contact us using the contact information provided at the end of this policy.

Changes to this Policy:

ICM may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes via email or by posting a prominent notice on the ICM Membership Website.

Contact Us:

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at:

Institute of Commercial Management (ICM)
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By using the ICM Membership Website, you agree to the terms of this Privacy Policy. If you do not agree with any part of this policy, please do not access or use the platform.