



Privacy and Cookies policy

This Privacy Policy sets out how Lower Marsh Market ('we', 'our', 'us') uses and protects any information that you give to us in connection with your use of the website or in a direct connection with you as trader, customer, partner or supplier. Lower Marsh Market is committed to ensuring that your privacy is protected. We might ask you to provide certain information by which you can be identified, and your data will only be used in accordance with this Privacy Policy.

Who Are We?

Lower Marsh Market is a historic street market located just south of Waterloo station. A street market has operated in Lower Marsh since the mid nineteenth century. It is a truly unique street in Central London, loved for its quirky independent shops and traders. It is an important amenity for the local community. Lower Marsh Market Ltd is running and developing the market in partnership with the WE Are Waterloo BID, Lambeth Council and other local stakeholders. We aim to create a bustling trading environment in the street to the benefit of market traders and shops alike.

What information do we collect from you?

Where you are required via the website to provide personal data or when we collect personal data from you in any other way (i.e. application form, website, social media, business cards, face-to-face meetings, email, any other lists). We will use this data internally and it will not be revealed to any other third parties that do not have previous contract, legal or legitimate interest to request this information to us. This may include information found in places such as Companies House, your biography on your work website, information that has been published in articles/newspapers or when you apply to trade with us.

All the information that you provide to us will remain confidential and accessible only by those who have a legitimate need to know within our organisation. Please find more information about the automated collection of Personal Information at [WeAreWaterloo Privacy Policy](#)

Lower Marsh Trader Application form

Submission data are stored in website's CMS and is accessible by CMS admins and webmaster. They are also emailed to the person submitting the form, as well as to our admin. Submission data are stored up to a maximum of 30 days and then automatically deleted.

Social Media

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms. You may also see notifications from us on social media that are tailored to your interests. Depending on your settings or the privacy policies social media and messaging services like Facebook, LinkedIn or Twitter, you might give third parties (like We Are Waterloo) permission to access information from those accounts or services.

Why do we collect this information?

We require this information to understand your needs and provide you with a better service and in particular for the following purposes:

- Internal record keeping of your trading records
- To identify you or a particular business
- For the improvement and delivery of a better service when you apply to trade with us
- To ensure that content from the website, newsletters or social media is presented on the most effective manner
- To contact you for marketing purposes

Who might we share this information with?

We may share the information collected from you with any other third parties that work in partnership with us, to give you a better service. We may share that information with the following third parties: WeAreWaterloo, Eventbrite, Survey Monkey, Workplace Live, Employ SE1, and Public Bodies.

What do will we do with your information?

Your personal data will be held and processed on LMM systems or systems managed by suppliers on behalf of LMM. We maintain a database system to hold contact details and a record of our business' and partners' interactions with LMM such as attendance records, pitch fees, compliance documentation and storage and gas application. Where possible we aim to keep a single record for each trader.

We collect, store and process your personal data under the '[Legitimate Interest](#)' basis of processing data defined on the GDPR (Article 6 (1) (f), Recitals 47, 48 and 49); [Legal Obligation](#) defined on GDPR Article 6 (1) (C) and Recitals 41 & 45 and under '[Contract](#)' basis defined on GRDP Article 6 (1) (B) and Recital 44, to give you and your business a high quality service.

We use this information to provide you with information relating to the Lower Marsh purposes and services. We keep this information in our databases to make sure we offer the right service and to communicate with you about any local issues, payments or any other trading information that may concern your business.

By providing your personal data in any of the ways described on this Policy, you agree that we may collect, store, process or transfer this data. Access to customer information is strictly controlled. The database systems can only be accessed by people who need it to do their job.

How long we keep this information?

We will keep your information as long as the duration of your contract with us and for one additional financial year if your application is successful. If your application has been unsuccessful, we can keep a digital copy of your application for legal purposes until the end of the financial year and any physical copy will be destroyed securely. We may keep some information that we hold as long as we consider necessary based on any laws applicable in each case. This period of time might vary depending of the type of data we hold.

Security

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and under [GDPR](#) provisions. All data provided by you will be stored and classified on our secure servers. Sometimes we ask you to provide sensitive information, for example when you apply to trading with us, book for certain events or participate in some activities, or when you apply for a job. As with all the personal information we hold, sensitive information is held securely and restricted to those who need to use it. We will delete sensitive information when we no longer need it.

Unfortunately, the transmission of the information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the website; any transmission it is at your own risk. Once we have received your information, we will use suitable physical,

electronic and managerial procedures and security features to safeguard the information we collect from you online or directly; and try to prevent any unauthorized access. In case of any data breach of personal data, this will be reported immediately to the [ICO](#) to mitigate the effects of the breach.

For more information about the website and Cookies, please visit the WeAreWaterloo website.

Your Rights

You may request a copy of the personal information which we hold about you at any time in accordance with the General Data Protection Regulations ([Articles 12 and 15, Recital 63](#)) or any of your rights listed below, by writing or emailing to us your request of this information.

- The right to be informed
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

We may charge you a small fee for this request if this request carries an excessive amount of work, is repetitively requested or unfounded. This amount will be based on the administrative costs resulting of providing this information.

If you believe that any information that we are holding on you is incorrect or incomplete, please write or email us as soon as possible and we will use all the reasonable endeavours to correct any information found to be incorrect on our databases.

You agree that any personal information you provide to us will be true, complete and accurate in all aspects and you agree to notify us immediately of any changes to it.

Contacting Us

You should check this Policy from time-to-time to ensure that you are happy to with any changes. If you wish to change how we contact you or have any questions or complaints about the ways in which we process your personal data, you should contact our Data Protection Officer: Lina Valle

By post: Lower Marsh Market, Build Studios, 203 Westminster Bridge Road, London, SE1 7FR.

By Email: info@wearewaterloo.co.uk

By Phone: 020 7620 1201