



HERALDIC INSTITUTE e.V.

Privacy Policy in compliance with EU GDPR

1. Introduction

The Heraldic Institute e.V. ("we", "our", "us") is committed to safeguarding the personal data of its Fellows, members, subscribers, website visitors, and any other individuals whose data we collect ("you"). This Privacy Policy explains how we collect, use, store, and protect your personal data in accordance with the General Data Protection Regulation (EU) 2016/679 ("GDPR").

This policy applies to all data collected through:

- Our website: www.heraldicinstitute.com
- Our email newsletters
- Membership and event registrations
- Any other interactions with the Heraldic Institute e.V. including physical mailings

2. Data Controller

The data controller for the purposes of the GDPR is:

Heraldic Institute e.V.

Represented by the Director Dr John F. Müller, FRHistS FHI, Karl-Kurrus-Str. 10, 79346 Endingen, Germany

email: director@heraldicinstitute.com

3. What Data We Collect

We may collect and process the following categories of personal data:

a. Website Visitors

- IP address
- Browser type and version
- Operating system

- Referring website
- Pages visited and time spent
- Cookie preferences and consent

b. Newsletter Subscribers

- Email address
- Name (optional)
- Consent date and method

c. Members, Event Participants and Customers purchasing our Goods and Services

- Full name
- Contact details (email, phone, address)
- Membership type and status
- Payment and billing information (where applicable)
- Historical and genealogical data, if voluntarily submitted
- All details pertaining to financial transactions that are required for auditing and taxation

d. Other Correspondents

- Names and contact details from inquiries, emails, or submitted forms

4. Legal Basis for Processing

We process your data under the following legal bases:

- **Consent:** For newsletter subscriptions and certain website cookies.
- **Contract:** To manage your membership, registration or purchase with us.
- **Legal Obligation:** For compliance with applicable laws and financial recordkeeping.
- **Legitimate Interest:** For activities such as member communication, organisational development, and event planning.

5. How We Use Your Data

We use personal data to:

- Manage and maintain your membership
- Send newsletters and updates (with your consent)

- Respond to inquiries and requests
- Organize and administer events
- Improve our website and services
- Fulfill legal obligations (e.g. accounting, tax records)

6. Data Sharing and Transfers

We do **not** sell or rent your data. Your data may be shared only with:

- Authorised staff or volunteers of Heraldic Institute e.V.
- Service providers (e.g. website hosting, email services) under data processing agreements
- Public authorities, if legally required

Data is primarily processed within the EU/EEA. If data is transferred outside the EU, appropriate safeguards (such as Standard Contractual Clauses) will be in place.

7. Data Retention

We retain your personal data only as long as necessary for the purposes outlined above:

- **Membership records:** up to 10 years after membership ends
- **Newsletter subscriptions:** until you unsubscribe plus 12 months
- **Website analytics:** anonymised or deleted within 14 months
- **Legal records:** as required by applicable tax and accounting laws

8. Your Rights Under GDPR

You have the right to:

- Access your personal data
- Rectify inaccurate or incomplete data
- Erase your data ("right to be forgotten")
- Restrict or object to processing
- Withdraw consent at any time (for newsletter or cookies)
- Data portability (where applicable)
- Lodge a complaint with a supervisory authority

To exercise your rights, contact us at: **director@heraldicinstitute.com**

9. Cookies and Tracking

Our website uses cookies to enhance user experience and analyse traffic. Where required, we request your consent for non-essential cookies. You can manage your preferences at any time.

10. Data Security

We implement technical and organisational measures to protect your data from unauthorised access, alteration, or loss. These include encrypted storage, restricted access, and regular reviews of our security protocols.

11. Policy Updates

We may update this policy periodically to reflect changes in law or our operations. The latest version will always be available on our website.

12. Contact Us

If you have questions or concerns about this policy or your data, please contact:

Heraldic Institute e.V.

Karl-Kurrus-Str. 10, 79346 Endingen, Germany

Email: **director@heraldicinstitute.com**