



## **Legitimate Interest Assessment**

### **Identifying Callander Enterprise's Legitimate Interests**

The objects of **Callander Enterprise** include 'To promote commerce, industry, trade and ancillary services in Callander and the Trossachs' and 'To provide a means of securing business involvement in the local community or communities,.....'

We do this by offering membership of our organisation and a webpage or reference on our **InCallander©** website. It is in our legitimate interest to collect and store business information from our members in order to provide the services associated with this membership. These services include;

- For administration, planning and management of **Callander Enterprise** including monitoring, developing and improving the provision of **Callander Enterprise** services and the **InCallander** website
- To provide our **Callander Enterprise** members with minutes of meetings and news of business and community activities which could impact on their businesses
- To promote and protect the collective interests of the members

Membership can be accessed in a number of ways including via a joining form on the **InCallander** website. In a number of cases, e.g. where businesses are small or start-up, personal details are given to us as business premises, business e-mails etc have not been established. Wherever possible we ask for business information but where it is not available and we have been given personal information in good faith, the balance of interests given below applies:

### **Balancing Our Interest with the Rights and Interests of the Individual**

We believe that members have given us their personal information expecting **Callander Enterprise** to use their data in the way described above when they join our organisation. In our Privacy Policy we explain how we use their data and how we provide them with a way of objecting and having their data deleted if they wish.