**IOM’s Legitimate Interests Statement**

Under the new data protection law starting in May 2018 we have a number of lawful reasons that we can use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests'.

Broadly speaking Legitimate Interests means that we can process your personal information if:

We have a genuine and legitimate reason and we are not harming any of your rights and interests. An example of this would be the processing of your data for ethically approved epidemiological studies where we may have a special exemption from the Research Authority’s Confidentiality Advisory Group to process data such as mortality or cancer incidence data from the NHS without individual informed consent. In such circumstances the research will have been deemed to be in the public interest.

**What does this mean?**

When you provide your personal details to us we use your information for our legitimate business interests. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for direct marketing, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our marketing campaigns.

As mentioned above we may also use your data for research in epidemiology studies.

**IOM’s purpose**

“Our purpose is to improve people’s health and safety at work, at home and in the environment through excellent independent science”

We achieve our purpose through the following activities:

* Creating and advancing knowledge through scientific research and analysis
* Applying this knowledge to support policy and practice development
* Using our knowledge to develop and deliver consultancy and services
* Developing and retaining our capability (people, knowledge, profile, technology) in a sustainable business
* Raising levels of awareness and understanding of current and emerging health, safety and wellbeing issues with government, industry and the general public

**Our interests**

The following are some examples of when and why we would use this approach in our work;

Ordering training services online: In order for us to process an order, payment has to be taken and contact information collected, such as name, delivery address and telephone number, provided.

Personalisation: Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our supporters.

Analytics: To process your personal information for the purposes of customer analysis, assessment, and direct marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests.

Research: To determine the effectiveness of promotional campaigns and advertising and to develop our products, services, systems and relationships with you. We also carry out research to identify or better characterise occupational and/or environmental risks from agents or substances.

We will also hold information about you so that we can respect your preferences for being contacted by us.

**Your interests**

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). If you believe we have used your data for research purposes, you have the right to opt out of the research study at any time before analysis has begun without giving us a reason.

All research studies use anonymised data for analysis. Only specifically named individuals included in research projects are allowed access to identifiable data. This access to data is strictly controlled by designated project leaders.

For more information about your rights, please see ‘Your Rights’ in our Privacy Policy’.

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by using our contact form on the ‘Contact Us’ pages or, where applicable, by unsubscribing from any marketing communication email.