

Association for Interactive Media and Micropayments

PRIVACY POLICY

Association for Interactive Media and Micropayments Ltd. (referred to as **aimm**), is a company registered in England and Wales under company number 06520758 and with our registered office at The Granary, 1 Waverley Lane, Farnham, Surrey GU9 8BB ("We" or "Us" or "Our") are committed to protecting and respecting your privacy. We are a not-for-profit trade association and only process information necessary to establish or maintain membership or support and to provide or administer activities for people who are members of the organisation or have regular contact with it.

For the purpose of this Policy, Association for Interactive Media and Micropayments Ltd (aimm) is the data controller and where applicable, the data processor of your Personal Data.

This Policy together with any other documents referred to on it and together with our terms of website use (<https://aimm.co/terms-conditions/>) sets out the basis of:

- What personal data we collect and why
- What we do with your personal data
- How we secure your personal data
- How you can change or delete your personal data

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

We only share this information with people and organisations necessary to carry out the organisation's activities and only with the individual or organisations permission and we only keep the information while the individual or organisation is a member and for seven years thereafter purely for financial and administration purposes.

As such, we are exempt from registration as a Data Controller, but we operate our policies in compliance with the EU General Data Protection Regulations (2016/679) 2018 and the UK Data Protection Act 2018. We have also reviewed and updated our policies to be compliant with the new Data (Use and Access) Act 2025.

YOUR INFORMATION

When you use our site, there are a number of ways in which you provide information and other data to us. By using the site, you consent to us processing and collecting this data, on the terms and for the reasons which are explained below.

HOW YOUR INFORMATION IS USED

We may use your information to:

- send you our newsletters and communications.
- ensure that content from our site is presented in the most effective manner for you and for your computer.
- provide you with information that you request from us, where you have consented to be contacted for such purposes.
- carry out our obligations arising from any contracts entered into between you and us.
- allow you to participate in interactive features of our service, when you choose to do so.
- notify you about changes to our service.

At the time of joining the aimm membership you are given the opportunity to provide your consent to receiving communications from aimm as part of your membership. This communication includes Member only updates and notifications relevant to your membership. You will have the right to unsubscribe from these communications at any time.

If you do not want us to use your information for marketing purposes, you have the option to unsubscribe from further communications from aimm. You can also contact us directly by emailing info@aimm.co or use the unsubscribe button on the emails.

Please note that if you click on, or follow, any links from our site to external websites, our privacy policy will no longer apply. Please check the privacy policies of any such external site before submitting any personal data, as we cannot accept any responsibility or liability in relation to them.

DATA STORAGE

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology.

We take your privacy very seriously and will take all reasonable steps to protect your personal data, but please be aware that any data which you send to our site is sent at your own risk.

DISCLOSURE OF YOUR PERSONAL DATA

We may disclose your personal information to any of our group companies (which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 736 of the UK Companies Act 1985) and also to third parties in the following circumstances: -

- To any prospective seller or buyer of all (or part of) our business or assets;
- If we are required to do so by law, any applicable regulation or to protect the rights, property, or safety of ourselves or others. This may include disclosing to other companies and organisations in connection with fraud protection and credit risk reduction.
- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- HM Revenue & Customs, regulators (such as Phone-paid Services Authority) and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting of processing activities in certain circumstances.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

DATA RETENTION

You have the right to opt-out of receiving communication from us as detailed within this policy. If you do so, We will be unable to send to you business relevant updates and meeting or event information as part of your membership benefits. This information sent by aimm may be business critical. By unsubscribing you are agreeing that you understand that aimm is not responsible for any lack of relevant information passed to members due this.

We will continue to retain any Personal Data collected from a User of our Site or Service as long as the Users account is deemed active. When a Users account is deemed inactive or have given notice on their membership to cease, we will remove Personal Data as set out in the policies below:

- Access to Member accounts on the Site will be removed at the end of Membership.
- Content of closed online accounts that were once subscribed to our Service, will be deleted.

We may still hold Personal Data of closed accounts under the following conditions:

- As required for financial records in line with UK accounting and taxation laws (for a period of 7 years)
- If deemed necessary due to any legal obligations or regulatory investigations that may be in operation
- If, as a former Member of aimm, you have requested to remain on our mailing lists for updates, newsletters and other communications.
- In regards to any prospective employment with us by applying for any vacancy you agree to the processing of your Personal Data and retention for 6 months afterwards.

ACCESS TO INFORMATION

You have the right under the GDPR to access the information which we hold about you. If you wish to exercise this right, please send your request info@aimm.co. We will have 30 days to provide you with this information and there will be no charge to you, unless we are satisfied any such requests are vexatious.

MAKING A DATA PROTECTION COMPLAINT

If you have concerns about the way we handle your personal data and wish to make a complaint, please read through our [Data Protection and Privacy Complaints Policy](#).

You can also contact us on regulatory@aimm.co or contact the [ICO](#).

You will receive an acknowledgement of your complaint within 30 days from us, and you will be kept up to date on progress of any complaint investigation.

How to Contact Us

You can contact us at any time if you have any questions, comments or requests regarding this Privacy Policy using the following information:

By email to: regulatory@aimm.co

By post to:

Data Protection Officer, Association for Interactive Media and Micropayments

The Granary

1 Waverley Lane

Farnham

Surrey GU9 8BB

By our website: “[Contact Us](#)” page.

By phone: 01252 711443

Changes To This Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email.

Date reviewed: 16th June 2026