



GDPR Privacy Policy - The Lift Industry Mental Health Charter

Reviewed – January 2026

1. Introduction

The Lift Industry Mental Health Charter (“we”, “our”, “us”) is committed to protecting personal data and complying with the EU General Data Protection Regulation (GDPR). This Privacy Policy explains how we collect, process, share, and safeguard personal data in accordance with 2026 regulatory expectations, including transparency, user rights, and updated cookie/consent requirements.

2. Data Controller Contact Details

Data Controller: The Lift Industry Mental Health Charter

Address: 310 Wellingborough Road, Northampton, Northamptonshire

Email: markh@liftmentalhealthcharter.co.uk

Data Protection Officer : Mark Harding

3. Personal Data We Collect

We may collect the following categories of personal data:

- **Identity Data:** Name, email address
- **Technical Data:** No
- **Usage Data:** Website interactions and behaviour
- **Communication Data:** Messages, enquiries, support requests

These categories reflect standard expectations for GDPR-compliant privacy notices in 2026.

4. How We Use Personal Data

The Lift Industry Mental Health Charter processes data for:

- Providing our services and organisational activities
- Personalisation and service optimisation
- Sending updates or resources (only with valid consent)
- Security, fraud prevention, and compliance
- AI-assisted functionality with mandatory transparency disclosures (2026 requirement)

Each processing purpose is linked to a lawful basis (see Section 5).



5. Lawful Basis for Processing

We rely on the following lawful bases:

- **Consent** – for marketing, cookies, and analytics
- **Contract necessity** – when providing requested services
- **Legal obligation** – compliance, record-keeping
- **Legitimate interest** – improvements, security, and permitted use of AI under 2025–2026 clarifications

6. Cookies & Tracking Technologies

Our website uses cookies to operate effectively, measure performance, and provide personalisation.

In line with updated 2026 requirements, our cookie interface features:

- A clear “**Accept All**” and “**Reject All**” option with equal prominence
- Granular controls for cookie categories

These reflect 2026-mandated consent standards.

7. Sharing of Personal Data

We do not share personal data outside of our organisation or committee members

8. International Data Transfers

We do not share personal data

9. Data Retention

We retain data only as long as necessary for:

- Delivery of services
- Legal, regulatory, or reporting requirements
- Legitimate business purposes

10. Your GDPR Rights

You have the right to:

- Access your personal data
- Rectify incorrect information
- Request deletion (“right to be forgotten”)
- Restrict processing
- Object to processing, including marketing
- Data portability
- Withdraw consent at any time

These rights remain central to GDPR compliance in 2026 and must be clearly communicated.

11. Automated Decision-Making & AI

If we use automated or AI-driven processes:

- You will be informed of the logic in use
- Human oversight will remain in place
- AI-related data uses will be transparently disclosed, as required under 2026 standards

12. Data Security

We apply robust technical and organisational measures to protect your information, including:

- Encryption and pseudonymisation
- Access control policies
- Regular testing, audits, and monitoring

Security failures and poor consent management remain major enforcement triggers in 2026.



13. Data Breach Notification

In the event of a personal data breach:

- We notify the competent supervisory authority within **72 hours**
- We notify affected individuals when required

This reflects GDPR Articles 33–34 and current 2026 enforcement expectations.

14. Children's Data

We do not hold any child data on our systems.

Our services are aimed at lift companies and personnel who are over the age of 16. Our website directs users to other websites which contain their own controls, and are not the responsibility of the Lift Industry Mental Health Charter.

15. Updates to This Policy

We may update this Privacy Policy to reflect legislative or operational changes, including future GDPR reforms, AI-related transparency rules, and cookie-consent developments. Significant changes will be communicated clearly.

16. Contact Us

For any data protection questions or to exercise your rights, please contact:

The Lift Industry Mental Health Charter

Email: help@liftindustrymentalhealth.co.uk

Address: 310 Wellingborough Road, Northamptonshire

Supervisory Authority: Mark Harding