

Draft: Privacy & Cookies Policy (Kiosk Industry / KMA)

1. Who we are

KioskIndustry.org is the news and research site for the Kiosk Manufacturer Association (KMA), focused on self-service kiosks, digital signage, and unattended retail.

For data protection purposes, KMA is the “data controller” for information collected through this website.

Contact for privacy questions or requests:

- Email: [your privacy email]
- Postal: Kiosk Manufacturer Association, [postal address]

2. What data we collect

We collect and process:

Contact details you submit (e.g., name, company, email, phone, job role, message content) when you:

- Use our “Contact Us” or quote request forms.
- Join the association or sign up as a member or supporter.
- Subscribe to newsletters or updates.

Professional information about your organization (e.g., company name, sector, product focus) when you engage with KMA activities, membership, or sponsorships.

Technical data from your browser and device, such as IP address, pages visited, referring site, and approximate location, via analytics and similar tools.

Any information you choose to include in free-text fields, emails, or uploaded materials.

We do not intentionally collect sensitive categories of data (such as health, religion, or biometric data) through this website.

3. How and why we use your data

We use your data to:

Respond to your inquiries, quote requests, and contact form submissions.

Manage association membership, sponsorship, and advisory board participation.

Send newsletters and industry updates when you ask to receive them.

Operate, secure, and improve the website, including understanding which content is most useful through aggregated analytics.

Maintain records of our communications and commitments with members, partners, and prospects.

Legal bases we rely on under GDPR include:

Performance of a contract or steps taken at your request (for example, responding to your inquiry, managing your membership).

Your consent (for example, for newsletters and certain cookies/analytics where required).

Our legitimate interests in running a professional association and news site (for example, basic site analytics, security, and record-keeping), balanced against your rights and expectations.

You can ask us for more detail on how a specific activity is justified.

4. How long we keep your data

Contact and membership-related data is kept for as long as reasonably necessary to manage the relationship and meet legal and tax obligations, then archived or deleted according to our retention schedule.

Newsletter subscription data is kept until you unsubscribe or we stop sending that newsletter.

Analytics and technical logs are kept for limited periods appropriate to security and reporting needs.

We do not keep personal data longer than we need it for the purposes described above.

5. How we share your data

We do not sell your personal data. We may share it with:

Service providers that help us operate the site and association, such as hosting providers, email/newsletter platforms, analytics providers, and CRM or event tools.

Partner organizations involved in a specific program, webinar, or initiative you register for, where this is clear from the context.

Public authorities or other parties where we are legally required to do so.

When we use service providers, they act as “processors” and are bound by contract to protect your data and process it only on our instructions.

Some providers may be located outside the European Economic Area (EEA). Where this involves transfers of EU personal data, we rely on appropriate safeguards such as Standard Contractual Clauses, where required by law.

6. Your rights (EU/UK users)

If you are in the EU or UK, you have rights over your personal data, including to:

Access a copy of your personal data.

Correct inaccurate or incomplete data.

Request deletion of your data in certain circumstances.

Restrict or object to certain types of processing.

Receive your data in a portable format, where technically feasible.

Withdraw consent at any time, where processing is based on consent (for example, for newsletters).

To exercise these rights, contact us using the details in section 1. We may need to verify your identity before acting on a request.

You also have the right to lodge a complaint with your local data protection authority if you are not satisfied with how we handle your data.

7. Cookies and similar technologies

We use cookies and similar technologies to:

- Make the site function correctly.
- Remember certain preferences.
- Understand how the site is used (analytics) so we can improve content.

On your first visit from certain regions (including the EU/UK), we show a cookie banner that:

Explains that we use cookies for essential functions, analytics, and possibly marketing.

Links to this policy or a separate cookie policy with more details.

Gives you options to accept all cookies, reject non-essential cookies, or customize settings.

Non-essential cookies (such as analytics or advertising cookies) will not be set until you choose to allow them. You can change your cookie preferences at any time via the banner or your browser settings.

8. Data security

We use appropriate technical and organizational measures to protect personal data, including:

Encrypted connections (HTTPS) for this website.

Access controls and limited access to personal data on a need-to-know basis.

Secure hosting and regular updates to the underlying platforms and plugins.

If we become aware of a data breach affecting personal data, we will investigate promptly and notify affected individuals and regulators when we are legally required to do so.

9. Changes to this policy

We may update this Privacy & Cookies Policy from time to time to reflect changes in our activities, technology, or legal requirements. We will post the updated version on this page with a new “last updated” date and, where appropriate, highlight significant changes.