

# Audio Description Association Privacy Policy

This Privacy Policy was last updated on 24 July 2025.

The Audio Description Association is committed to protecting your personal data. Our Privacy Policy gives you detailed information on when and why we collect your personal information, how we use it and how we keep it secure. We will use the information that we collect about you in accordance with, the Privacy and Electronic Communications Regulations 2003, the Data Protection Act 1998 and the General Data Protection Regulation 2018.

## What information do we collect?

We collect information when you first interact with us. This could include, but is not limited to, buying a membership online or when you sign up to receive emails from us. We only collect the information that's necessary to carry out our business, provide the service you've requested and to keep you informed.

For many of our services, we simply require a name and contact details. This could include a postal address, email address or phone number. This is so we can process your membership and communicate with you.

Any information we collect will be periodically evaluated to assess whether we should continue to hold such data and you are free to notify us at any time if you wish to remove this information.

## What do we use this information for?

We may process your personal data because it is necessary for the sale of a membership, or if you sign up to our mailing list or donate.

We may process your personal data because it is in our legitimate interests to do so. For example, we may use your data to tailor our communications to you, contacting you about any events, training or workshops we think may be of interest to you.

## Who has access to your information?

The Audio Description Association has a small team of volunteers who process data to facilitate direct communications, process memberships and ensure our database of customers is up to date. Your personal information will not be sold or passed on to third parties without your prior consent.

## How long do we keep your information?

We may retain information for a period of six years after your last interaction with us. Some information may be retained indefinitely for historical, statistical or research purposes.

## **How do we protect this information?**

Although we cannot guarantee the level of security offered by the internet itself, we can make sure that the measures we take within our own website to protect your information are as thorough as possible. Therefore, payments are processed through a secure payment software ensuring that your personal information is encrypted whilst it travels through the internet.

We may occasionally analyse statistics regarding web traffic, sales figures, and customers but these will not feature any personal information.

## **Security**

The transmission of information via the Internet or email is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of data while you are transmitting it to our site; any such transmission is at your own risk. Once we have received your personal data, we will use strict procedures and security features to try to prevent unauthorised access. We will process, disclose or share your personal data only if required to do so by law or in the good faith belief that such action is necessary to comply with legal requirements or legal process served on us or the Website.

## **Third party links**

You might find links to third parties (e.g. external organisations and suppliers) on our Website. These websites should have their own privacy policies, which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them. In cases when we use external websites provided by other organisations such as Twitter, Instagram or Facebook, then we ask you to consult their privacy policies.

## **Google Analytics**

When someone visits <http://www.audiodescription.co.uk> we may use Google Analytics to collect statistical data and details of visitor patterns which tell us which parts of our website visitors use most often. None of this information uses, or requires the use, of personal information and is processed in a way that does not identify individuals. We do not make any attempts to find out the identities of individuals visiting our website.

## **Mailing List**

- We use Google to deliver our e-newsletters. This monthly e-newsletter contains details of ADA news, events and services and occasionally notifications of special events.
- If you wish to unsubscribe, you will need to reply including the word “unsubscribe” in the subject heading to enable us to remove you permanently from the list.

## Your rights

If you wish to amend your data, ask us to stop using your personal data for reasons other than processing your transaction, or erase your personal data please contact us at [memberships@audiodescription.co.uk](mailto:memberships@audiodescription.co.uk)

You can update your website account and directory profile at any point.

You have a right to ask for a copy of the information we hold about you. To request this please send an email to [memberships@audiodescription.co.uk](mailto:memberships@audiodescription.co.uk). We do not make a charge for this, but may charge a reasonable administrative fee if we deem the request to be unfounded or excessive. We will respond to requests within 30 days.

## Data Protection

By submitting your information to us, you are consenting to us storing and processing your personal information in the methods detailed in this policy. You can check the information we are storing about you at any time by emailing us. You have the right to lodge a complaint with the Information Commissioners Office (ICO) if you believe your data has been processed in a way that does not comply with [data protection](#). You can do so by calling the ICO helpline on 0303 123 1113 or via their [website](#).

## Contact Us

If you have any questions or concerns about how your data is used and managed, please email us at [memberships@audiodescription.co.uk](mailto:memberships@audiodescription.co.uk). All correspondence will be dealt with in accordance with privacy laws.