

# Audio Description Association Privacy Policy

This Privacy Policy was last updated on 01.04.2024

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 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 or workshops we think may be of interest to you.

## 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.

### **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 to 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.

### **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 endeavour to 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. For more information on the General Data Protection Regulation, please contact the Information Commissioners Office on **08456 30 60 60**

### **Contact Us**

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