

## **Privacy policy**

This privacy policy sets out how National Care Association uses and protects any information that you give National Care Association when you use this website.

National Care Association is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

National Care Association may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from **DATE**.

National Care Association, a company limited by guarantee is registered in Wales Number 2537672 and with its registered address at 4<sup>th</sup> Floor, 45-49 Leather Lane, London, EC1N 7TJ is the data controller of any personal data collected through this website, and will process such data in accordance with the Data Protection Act 1998.

### **What we collect and what we do with the information we gather**

We only collect identifiable personal data or information that is specifically and voluntarily provided by a visitor to our site. For example, a visitor to our site may choose to provide information such as name, title, office address, office email address and telephone number in order to:

- Internal record keeping.
- register for certain areas of the site;
- contact us for further information;
- order publications or reference materials;
- enter 'quick surveys' or benchmarking surveys;
- participate in mailing list initiatives; and
- register for events and conferences.

We do not usually seek any sensitive personal data through this website. Sensitive personal data includes data relating to: race or ethnic origin; political opinions; religious or other similar beliefs; physical or mental health; sexual life or criminal record. In some circumstances, we may be legally required to request certain sensitive personal data, and if you choose to submit sensitive personal data for any reason we will obtain your explicit consent to the collection and use of such data.

### **Disclosure to Third Parties**

Our policy is not to share personally identifiable information with any third parties, unless required by law, or unless explicitly requested by a visitor or otherwise as set out in this section. We recognise that your information is valuable and we take all reasonable measures to protect your information while it is in our care.

Personal data which has been submitted to National Care Association may be disclosed to other organisations where this is necessary to meet the purpose for which the visitor has submitted the information. By submitting personal data to this site, the visitor is providing explicit consent to the transfer of such data for the fulfilment of their voluntary requests.

This data is not shared with any secondary or unrelated purposes, or shared with any third party, unless otherwise disclosed at the point of collection. If there is an instance where such information may be shared, the visitor will be asked for permission beforehand.

We may subcontract some areas such as distribution of publications and organisation of events and conferences, and so if a visitor submits personal data as part of a request relating to these areas, we may disclose certain data to third parties in order to fulfil these requests (e.g. when ordering a publication, we display the party fulfilling the order).

### **Controlling your personal information**

If you would like to update any personal data you have submitted through this site, please do so via the original registration page or please email us at [admin@nationalcareassociation.org.uk](mailto:admin@nationalcareassociation.org.uk)

When personally identifiable information is retained, we do not assume responsibility for verifying the ongoing accuracy of the content of personal information. When practically possible, if National Care Association is informed that any personal data collected through a Web site is no longer accurate, National Care Association will make appropriate corrections based on the updated information provided by the authenticated visitor.

If you would like details of the information which you have submitted to us through this site, you have a right of access to such information and you may contact us via the above email address. We may charge for a request for access in accordance with applicable legal requirements.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

### **Data Retention**

The personal data you submit to us will only be retained for as long as is required for the purposes for which it was collected or as required by law. For example, contact information about visitors (such as information generated through registration for access to areas on the site) will be kept as long as the information is required to completely service the contact request or until a user requests that we delete that information. Mailing list information, discussion posts and email are kept for only the period of time considered reasonable to facilitate the visitor's requests.

### **Unsubscribe**

Should visitors subsequently choose to unsubscribe from mailing lists or any registrations, we will provide instructions, on the appropriate webpage or in communications to our visitors, or a visitor may contact by email to [admin@nationalcareassociation.org.uk](mailto:admin@nationalcareassociation.org.uk)

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore,



we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

[Subject to change]