



## HELOA PRIVACY NOTICE FOR MARKETING MATERIALS & SOCIALS

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### **Purpose of this Privacy Notice**

This privacy notice covers personal data and information for individual members of HELOA who have supported the Association by providing photographs, video recordings and/ or written materials. It outlines how HELOA collects, shares and uses that data and informs you of your rights with regards to the information we hold.

### **Data Collection and Privacy Notice**

HELOA processes personal data as a “Data Controller” on behalf of their members, partners and speakers, as defined in the Data Protection Act 2018 (“the DPA”) and the General Data Protection Regulation (Regulation (EU) 2016/679) (“the GDPR”).

This notice relates to information about you, which will be collected by HELOA and processed as described below. This notice may be updated at any time.

Your personal data will be processed in compliance with current data protection legislation including the Data Protection Act 2018, and the General Data Protection Regulation (GDPR), which came into force on 25<sup>th</sup> May 2018.

### **What we collect**

We **may** collect the following information for the purposes of supporting marketing materials and/ or socials:

- Name and contact details
- Name of institution

- Job title
- Work address
- Work email address
- Work telephone number
- Photographs or video recordings (for the website, marketing materials and/or socials)
- Health information (including medical conditions, allergies and medical requirements, (for the purposes of supporting marketing/ socials content and delegate access needs only)
- Information about care needs (including disabilities, dietary requirements and general care provisions only if required to support delegate's needs)
- Information about support requirements (only if required for the purposes of supporting event planning and delegate access needs)

### **How do we collect your data?**

We will receive the data directly from recordings, photographs taken by HELOA staff, committee members or a professional employed by HELOA with your consent. We may also receive data directly from you through your support with event promotion, and written materials.

### **Retention**

We will retain personal data in order to keep in touch with our members for as long as necessary or unless you withdraw consent or do not renew it when requested during our periodic reviews of our resources.

### **How we use your data**

We collect marketing and social data in order to promote HELOA events and provide information that may benefit members. We do not, for this purpose collect any special categories of data relating, for example, to disability or ethnic background. Only if you are supporting marketing materials/ socials, we may ask for special category data to support all individual and organisational requirements, such as health information, care needs or support information.

The information you provide may be used by HELOA to promote HELOA events or to share information with members. It is recognised that individuals may wish to opt out of sharing these resources with HELOA and can request to do so by completing the [HELOA Privacy Preferences Form](#).

As part of the HELOA processes we are required to share your data with appropriate individuals within the organisation and some external processors. HELOA has taken the necessary action to

ensure access to this data is secure and only available to the appropriate committee members and processors. A full list of the reasons for using your personal information is given in **Table 1** and shows the legal basis that we use for processing your information.

### **Who we share your information with**

- HELOA Committee members - on a need to know basis in relation to membership, groups, training, finance, governance and communications
- Edge Hill University - storage of contact details and documents for editing and printing purposes, accessible by HELOA office staff and relevant Edge Hill University staff
- Dynamics - storage of membership details
- Mailchimp - communications with members
- Jiscmail - communications with specific groups of members
- Google - storage of membership details, membership applications, delegate bookings, feedback and communications with members. Marketing materials including photographs, video recordings, blogs, testimonials and communications.
- External auditor - accounting
- Sage Accounting - accounting

A full list of the different organisations that HELOA may share your data with is given in **Table 2**.

### **Sharing information outside the UK**

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place. For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please use the links in Table 3 or contact us using the contact details provided. See **Table 3** for full details.

### **Your rights**

Under the current UK data protection legislation, you have certain rights over how your data is processed, including the right to know what information is processed about you and how it is processed. This legislation provides you with the right of access to your personal information. Additionally, you have the right to rectify inaccurate information; restrict processing; and object to processing. These rights are limited in certain circumstances so as to ensure compliance with other legal and statutory obligations, for example where data is processed for research or statistical

purposes. Further data about these rights can be found on the [Information Commissioner's Office website](#).

You have the right to know what information HELOA holds about you. To obtain this information from HELOA, you must submit a subject access request in writing. For further details on how to do this, see the [HELOA Subject Access Request Policy](#).

#### **HELOA contact details**

HELOA Office, Edge Hill University,  
St Helens Road,  
Ormskirk,  
Lancashire,  
L39 4QP

**Email:** [office@heloa.ac.uk](mailto:office@heloa.ac.uk)

**Telephone:** 01695 654 392

#### **How to complain**

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details above. If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

Information Commissioner's Office (ICO)  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: [ICO website - Make a complaint](#)

#### **Changes to the Privacy Notice**

We regularly review this policy and will update it if there are changes in how we manage or use your data.

**Table 1 - How HELOA may use your information**

Purpose	Legal Basis
<p>Photographs &amp; Recordings</p> <ul style="list-style-type: none"> <li>● Committee members photographs are displayed on the committee members' and group committee pages of the website and on the structure charts</li> <li>● Speaker photo and bio shared on training pages, event programmes and event emails</li> <li>● Annual General Meeting (AGM) recording for the accuracy of the minutes (office use only)</li> <li>● Online training session &amp; webinar recordings shared with members</li> <li>● Awards promotion and sharing details</li> <li>● Photographs and recordings of sessions, events and interviews used for marketing materials, socials and the website</li> </ul>	<p>Consent</p> <p>Legitimate interest</p>
<p>Website</p> <ul style="list-style-type: none"> <li>● Sharing training session and speakers' details</li> <li>● Event marketing</li> <li>● Session details, presentation materials and documentation storage</li> </ul>	<p>Consent</p> <p>Legitimate interest</p>
<p>Socials - LinkedIn, Instagram, Facebook, X</p> <ul style="list-style-type: none"> <li>● Sharing photographs, recordings, quotes, feedback</li> <li>● Support event marketing and promotion</li> <li>● Share information with members and wider sector</li> </ul>	<p>Consent</p> <p>Legitimate interest</p>

Purpose	Legal Basis
<p>National &amp; Group Training</p> <ul style="list-style-type: none"> <li>● Sharing photographs, recordings, quotes, feedback</li> <li>● Support event marketing and promotion</li> <li>● Share information with members and wider sectorSupport event promotion</li> </ul>	<p>Consent</p> <p>Contract</p> <p>Legitimate interest</p>
<p>Member communications - HELOA may use your personal data to contact you in regards to:</p> <p>1. Information Sharing</p> <ul style="list-style-type: none"> <li>● Sector updates via email and social media</li> <li>● HELOA newsletter (Bulletin)</li> <li>● The HELOA annual awards</li> <li>● HELOA news via social media channels</li> </ul> <p>2. Groups</p> <ul style="list-style-type: none"> <li>● Promotion of group events and updates</li> </ul> <p>3. National Training</p> <ul style="list-style-type: none"> <li>● Training event details</li> <li>● Session notes, documents and presentations</li> <li>● Promotion of partner and sponsor sessions at events</li> </ul>	<p>Consent</p> <p>Legitimate interest</p> <p>Consent</p> <p>Legitimate interest</p> <p>Consent</p> <p>Legitimate interest</p>

**Table 2 - List of organisations that HELOA may share your data with**

<b>Organisation/ Group</b>	<b>Purpose of the sharing the Information</b>	<b>Legal Basis</b>
Apps Vietud	Send copy of form responses to form completer	Consent Legitimate interest
Digital Inspiration	Send copy of form responses to form completer (does not retain HELOA data on their servers)	Consent Legitimate interest
Dynamics	Membership database - storage of membership details	Consent Contract
Edge Hill University Document Store	Downloading of contact details and documents for editing and printing purposes.	Consent Contract
Facebook	Sharing updates with members	Consent Legitimate interest
Google Drive	Storage of details, photographs, recording and written materials	Consent Contract
Google Forms	Collect contact details, booking details and expressions of interest	Consent Contract Legitimate interest
Google Gmail	Communications with members	Consent Contract Legitimate interest

<b>Organisation/ Group</b>	<b>Purpose of the sharing the Information</b>	<b>Legal Basis</b>
Instagram	Sharing updates and event details and promotion	Consent Legitimate interest
Jiscmail	Communications with specific groups of members	Consent Contract Legitimate interest
LinkedIn	Sharing updates and event details and promotion	Consent Legitimate interest
Mailchimp	Communications with members, information sharing and event promotion	Consent Legitimate interest
Wordpress (Website)	Event marketing, session details, presentation materials and documentation storage	Consent Legitimate interest
X	Sharing updates	Consent Legitimate interest
You Tube	Sharing updates, videos, marketing and event promotion	Consent Legitimate interest
Zoom	Online meetings and training events	Consent Legitimate interest

**Table 3 - Sharing information outside the UK**

<b>Organisation</b>	<b>Category of recipient</b>	<b>Country personal data is sent to</b>	<b>How the transfer complies with UK data protection law</b>
Apps Vietud	Send copy of form responses to form completer	USA	<a href="#">Privacy Policy</a>
Digital Inspiration	Send copy of form responses to form completer (does not retain HELOA data on their servers)	USA	<a href="#">GDPR compliance</a>
Google	Email communications, data collection & storage Youtube - video content	USA	<a href="#">The country or sector has a UK data bridge (also known as Adequacy Regulations and Standard Contractual Clauses</a>
Mailchimp	Email communications, data collection & storage Youtube - video content	USA	<a href="#">Addendum to the EU Standard Contractual Clauses (SCCs)</a>
Zoom	Video meeting platform	USA	<a href="#">Zoom and the European Union's General Data Protection Regulation (GDPR)</a>