

Privacy and Cookies

Privacy policy

At the Association of Dental Anaesthetists (ADA) we respect the privacy of our members and visitors to our website. This policy explains how we collect, manage, use and protect your personal information when you visit our website and/or if you're a contact, member, supplier, or if you attend an ADA event.

The processing of personal data shall always be in line with the General Data Protection Regulation (GDPR), The Data Protection Act 2018, and Privacy and Electronic Communication Regulations (PECR).

Specific data protection declarations will be provided separately when booking an ADA event, which will allow for the nuances of such event data processing to be communicated to you in a transparent manner.

We may change this document from time to time in accordance with regulatory changes affecting what we do with your information. You will be able to see if changes have been made from the date the document was last updated.

Refer to the sections below for more details on how and why we use your personal information.

1. Who are we?

The Association of Dental Anaesthetists was formed in 1977 to further the art and science of anaesthesia and sedation for dentistry and to provide a forum for discussion. Membership of the Association is open to medical and dental practitioners with an interest in dental anaesthesia, sedation or analgesia, who have been approved by Council.

In this policy, references to ADA, or to 'we' or 'us' are to the Association of Dental Anaesthetists at 21 Portland Place, London W1B 1PY.

We are registered as a data controller under registration number:
ZA447341 Association of Dental Anaesthetists

2. What personal data we collect and how we use it

The Association of Dental Anaesthetists is a 'controller' of the personal data you provide to us. We will usually collect basic data about you like your name, postal address, telephone number, and email address when you apply for membership or to attend an event, and your bank details if you pay your membership subscription by Direct Debit.

Sometimes we will collect other information about you such as your gender and date of birth. We will be very clear about our reason for collecting such information, and we would only do so with your specific consent and permission.

Why we need it

We collect information depending on the relationship we have with you, but typically this would be:

- When you apply for or renew your membership

- When you purchase products, services, or attend events either online, over the phone, via fax, post or at an ADA event
- When you set up a Direct Debit for membership payments
- When you engage with us on social media
- When you contact us by any means with queries, complaints etc
- When you ask one of our team to email you information about a membership or other products and services we offer
- When you register for any kind of course or event with us
- Photographs and videos of delegates attending our events
- If you attend our offices at 21 Portland Place, London W1B 1PY, your image may be recorded on our CCTV cameras that are operated for the security of both visitors and staff

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse our website. However, if you choose to withhold requested information, we may not be able to provide you with certain services.

The personal data we collect may be used for the following purposes depending on the relationship we have with you:

- Processing a membership application
- Sending you information about the Association of Dental Anaesthetists, our activities, and for marketing purposes (including social media channels)
- Processing a purchase that you have made
- Responding to correspondence you have sent to us

We are committed to ensuring that the information we collect, and use, is appropriate for this purpose, and does not constitute an invasion of your privacy.

The legal basis under the General Data Protection Regulation for the processing of personal data includes:

- Fulfilling our contractual obligations to you
- Our legitimate interests as the Association of Dental Anaesthetists
- Your consent
- Any legal requirement we may have

Processing to fulfil the membership contract

When you join as a member of the Association of Dental Anaesthetists, we use your personal information to provide the services you have paid for and subscribed to for the lifetime of your membership. Data we hold will be used confidentially, and to help us run our services and keep you informed – for example to collect subscriptions, mail out publications, and let you know about conferences and events; or to fulfil legal or regulatory requirements if necessary.

We will use your personal information to send essential membership communications to you including member events and access to voting and other membership benefits and services. Communications will be relevant, timely and not excessive.

The Association of Dental Anaesthetists will never sell, exchange or otherwise share your personal information with any other person, company or organisation unless necessary to fulfil our contractual responsibilities, we have a legal obligation to do so, or without gaining consent to do so.

Data security

The information you provide will be held securely by us and/or our data processors, whether the information is in electronic or physical format. We do not collect more information than we need to fulfil our stated purposes and will not retain it for longer than is necessary.

Email marketing

In relation to any email marketing that you may receive from us, either at your request or in any other circumstances, we may monitor whether you open and/or click on any links in such emails and we may use various tracking techniques to measure the effectiveness of our email campaigns and tailor our communications to your interests. If you no longer wish to receive these emails, you can unsubscribe directly by following the instructions in the relevant communication.

However, there are some communications that we need to send that are essential to fulfil our promises to you as a member, or as a buyer of goods or services from the Association of Dental Anaesthetists. Examples are:

- Transaction messaging such as Direct Debit schedules, purchase confirmations and event booking confirmations
- Membership-related mailings such as renewal reminders and notice of any Annual General Meeting
- Member benefit emails

Anything else?

All the personal data we process is processed by our staff in the UK and for the purposes of IT hosting and maintenance is normally situated within the European Economic Area (EEA). On occasions where it is necessary for this to be situated outside of the EEA it will be done in accordance with guidance issued by the Information Commissioner's Office.

If you would like to change the way you hear from us or no longer wish to receive direct marketing communications then email ada@aagbi.org or click on the 'unsubscribe' link in the email communication.

3. Legitimate interests

There are a number of lawful reasons that mean we can use (or 'process') your personal information, including your 'legitimate interests'. Broadly speaking 'legitimate interests' means we can process your personal information if:

- We have a genuine and legitimate reason **and**
- We are not harming any of your rights and interests

When you provide your personal details to us we use your information for our legitimate interests (to further the art and science of anaesthesia and sedation for dentistry). By doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

We will also hold information about you so that we can respect your preferences for being contacted by us.

4. Processing using consent

There are certain circumstances, particularly in regard to electronic marketing communications where we may need consent from you, in order to process your data. If this is the case we will ensure that the consent you provide is by a clear affirmative act establishing a freely given, specific, informed and unambiguous indication of your agreement to the processing of personal data relating to you.

The Association of Dental Anaesthetists monitors future developments in EU electronic marketing regulation and is subject to change.

5. Sharing your information

We only disclose information to third parties or individuals when obliged to by law, for purposes of national security, taxation, criminal investigations, professional regulatory body investigations and the following:

- When we use other companies to provide services on our behalf e.g. mailing or delivering orders, sending mail and emails, customer analysis, assessment and profiling, when using auditors/advisors or processing credit/debit card payments
- If we receive a complaint about any content you have posted or transmitted to or from one of our sites, to enforce or apply our terms and conditions or if we believe that we need to do so to protect and defend the rights, property or personal safety of the Association of Dental Anaesthetists, our websites or our visitors or for other lawful purposes
- We may disclose aggregate statistics about our site visitors, members, customers and sales to describe our services and operations to prospective partners and other reputable third parties and for other lawful purposes, but these statistics will not include any personally identifying information
- If we run an event in partnership with other named organisations your details may need to be shared. We will be very clear what will happen to your data when you register

We will never sell or rent your personal information to other organisations.

The Association of Dental Anaesthetists will share your personal data with third parties only for the purposes of essential sub-contracted processing. We will seek assurances that these contractors/processors have in place appropriate technical and organisational measures to safeguard the security of your data.

6. Retaining your information

We hold your information only as long as necessary for each purpose we use it. This section will be updated with some examples of retention periods shortly.

7. Your details on the web: our cookie policy

Our website uses cookies to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites and help us to:

- Make our website work as you'd expect

- Remember your settings during and between visits
- Improve the speed/security of the site
- Continuously improve our website for you

We use cookies to compile visitor statistics, such as how many people have visited our website, what type of technology they are using, how long they spend on the site, what page they look at, etc. This helps us to continuously improve our website. These analytics programmes also tell us, on an anonymous basis, how people reached this site (e.g. from a search engine) and whether they have been here before, helping us to develop our services for you.

8. Your privacy rights explained

At any point while we are in possession of or processing your personal data, you (the data subject) have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you free of charge
- Right of rectification – you have the right to correct data that we hold about you that is inaccurate or incomplete
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing
- Right of portability – you have the right to have the data we hold about you transferred to another organisation
- Right to object – you have the right to object to certain types of processing such as direct marketing
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling

9. Other websites

On occasion our website will contain links to other websites. This privacy policy only applies to the ADA's website. When you link to other websites you should read their own privacy policies.

10. Changes to our privacy policy

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 10 August 2018.

11. How to contact us in regards to your rights, or to make a complaint

If you wish to make a complaint concerning how your personal data is being processed by the Association of Dental Anaesthetists, please contact our data protection representative. If you are unhappy with how your complaint has been handled, then you have the right to lodge a complaint directly with the ICO.

Data Protection Representative
 ADA Secretariat, 21 Portland Place London W1B 1PY
 Email: ada@aagbi.org
 Telephone: 020 7631 8898