

## **The Association for Management Education and Development (AMED) Privacy Policy**

### **Our privacy and cookie policy**

The core objectives of AMED are to promote and encourage management education and the development of management education and thereby advance education for the public benefit

AMED is a long-established membership organisation and educational charity devoted to developing and supporting people and organisations. As an outpost of independence, we serve as a forum for people who want to share, learn and experiment, and find support, encouragement, and innovative ways of communicating.

We want you to feel assured that any information you give us is held securely and safely, whether you are working for us, supporting us through membership, writing for our journal, donations, volunteering, or events.

This policy outlines what data we collect, how we may use it and how we keep your data safe.

We' or 'us' means the The Association for Management Education and Development (AMED) | Company no: 3005782, Charity no: 1043052.

Our postal address is:

AMED  
PO BOX 7578  
Dorchester  
Dorset  
DT1 9GD  
Tel: 0300 365 1247  
Email: [amedoffice@amed.org.uk](mailto:amedoffice@amed.org.uk)

Registered Address 115C Milton Road | Cambridge | CB4 1XE | United Kingdom.

This Privacy and Cookie policy seeks to comprehensively cover the key areas relating to personal data held by AMED, but in the interests of clarity it is not an exhaustive list of all our policies and practices in these areas.

This policy will change from time to time, as we keep up to date with legislation and regulation and to remain aligned with any relevant changes in our programmes and operations. If material changes are made, we will notify you by placing a prominent notice on the website. You can keep up to date by visiting these pages.

*This text was last updated in May 2018.*

## Getting in touch

You have the right to ask for a copy of the information we hold about you and to have any inaccuracies in your information corrected. You also have the right to ask us to delete any personal information we hold about you. In some cases, we may be unable to delete data, such as transactions recorded in SAGE accounts. In these cases, we will ensure that you are removed from future communications and processing.

You can access your personal data held by us or request to receive your information in part or its entirety in machine readable format.

For all questions or concerns regarding our Privacy Policy or the processing of your personal information, please do get in touch. You can write to:

AMED  
PO BOX 7578  
Dorchester  
Dorset  
DT1 9GD

You can call +44 (0)300 365 1247 or email [amedoffice@amed.org.uk](mailto:amedoffice@amed.org.uk).

## Use of cookies

By using our website, joining or donating to us, you agree that, unless you have set your computer's browser to reject them, we can place the types of cookies set out below on your device and use that data in accordance with this policy.

For more information about how we use cookies on this site, please review our Cookie Policy below.

## Why and how we collect your data

### When you give it to us directly

The vast majority of personal data we hold is given to us directly by our members, and networkers in the course of them interacting with our services, websites or event activities. We actively engage and co-operate with like-minded groups and individuals, who, for example, we encourage to offer their services voluntarily as guest editors of our quarterly journal e-Organisations and People (e-O&P) and as workshop facilitators.

### When we are working with a third party

We may work with like-minded groups when organising Gathering events or promoting our quarterly journal. These independent third parties will only share your data with us when you have given permission for AMED to contact you.

## **When your information is available publicly**

We may combine information that we already have about you with information available publicly or information available from external sources in particular if we need to ensure we have a correct postal address or email address.

## **What data we collect**

Personal information is any data that can be used to identify you. It can include, but is not limited to, any of the data listed below.

Data protection law recognises that there are sensitive categories of personal information, such as health information, racial or ethnic origin, or religious beliefs or other beliefs. We would only collect sensitive personal information where there is a clear need to do so such as health information when catering for an event. Before we collect any sensitive personal information, we will make it clear what information we are collecting and the purpose we are collecting it for.

Information we collect from you directly or from third parties with whom we work, may include:

- name
- address
- email address
- telephone number
- contact preferences
- bank account details for setting up a standing order
- how you pay, PayPal, BACS, Standing Order for membership and events.
- health information
- date of birth, age
- your photo if provided when setting up profile on our website
- where you live
- professional skills
- short Bio
- your business website

We may also collect and process information about your interactions with us, including details about our contacts with you through email, post, on the phone or in person. This might include the date, time, and method of contact, details about donations you make to us, events or activities that you register for or attend or any request for support.

We may also collect and record other relevant information you share with us

## **Children's data**

Our website and charity are not directed to anyone younger than 18 and is offered only to users 18 years of age or older. Any person who provides their personal information through this Network represents that they are 18 years of age or older.

## **How we use your data**

Currently, a small core Membership of subscribers supports a much larger number of Networkers and Friends who are the primary 'public beneficiaries' of our work. This is entirely in line with our charitable aims, since, whilst not paying a Membership subscription, such public beneficiaries, too, benefit from and often contribute to AMED's activities and support.

We try to offer diverse ways to support and get involved, and use a range of channels to suit members and networkers' preferences, such as our website, postal and email, and email newsletters and information publications. We may create profiles and database segmentation to ensure communications are relevant and timely and to provide the best possible experience for our Members, Networkers and Friends. We may also invite you to participate in research occasionally. We will contact you by email with notification about the latest journal releases and membership renewal requests.

The law allows personal data to be legally collected and used by an organisation if it is necessary for a legitimate business interest of the organisation – as long as its use is fair and balanced and does not unduly impact the rights of the individual concerned. If you are a member of AMED and we don't have a current email address, then we will post renewal notices and legally required membership documents such as AGM notifications.

## **Data sharing with third parties**

We do not share, sell or swap your information with other organisations for their own marketing purposes.

There are a number of legitimate situations where we may share your information with third parties whom we have contracted to fulfil specific services for us. This will include organisations such as email broadcasters who will send out our marketing materials on our behalf.

We may disclose your personal information if we are requested or required to do so by a regulator or law enforcement or to enforce or apply our rights (including in relation to our website or other applicable terms and conditions) or to protect AMED, for example in cases of suspected fraud or defamation, or to comply with any other applicable legal obligation.

## **Keeping your personal information safe**

We take appropriate physical, electronic and managerial measures to ensure that we keep your information secure, accurate and up to date.

Although we use appropriate security measures once we have received your personal information, the transmission of information over the internet is never completely secure. We do our best to protect personal information, but we cannot guarantee the security of information transmitted to our website, so any transmission is at the user's own risk.

## **How long will we keep your data**

We remove personal data from our systems in line with our data retention policy. The length of time each category of data will be retained will vary on how long we need to process it, the

reason it is collected, and in line with any statutory requirements. After this point the data will either be deleted or rendered anonymous. In some cases, we may be unable to delete data, such as transactions recorded in SAGE accounts.

### **Some of the reasons why we may contact you**

- To set up or renew your membership
- Process membership subscriptions, donations or other payments
- Notify you of events
- Ask you to donate towards the development of e-O&P and AMED
- Email you notification about the latest e-O&P journal or ask for articles for future editions
- Update you on our work through email newsletters (we use MailChimp)
- Collect views on future of AMED

If at any time you wish to change the information you receive from us or how you are you can let us know, by calling +44 (0) 300 365 1247, emailing [amedoffice@amed.org.uk](mailto:amedoffice@amed.org.uk) or writing to us at AMED, PO BOX 7578, Dorchester, Dorset, DT1 9GD, UK.

### **Cookie policy**

#### **What are cookies?**

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit. Cookies are useful because they allow a website to recognise a user's device and help the owner of the website improve the user's experience of the site.

You can find more information about cookies at: [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu) , for a video about cookies visit [www.google.co.uk/goodtoknow/data-on-the-web/cookies](http://www.google.co.uk/goodtoknow/data-on-the-web/cookies)

#### **Does AMED's website use cookies?**

Yes. If you visit our website, we use cookies to record information about:

the areas of the website you visit

the amount of time you spend on the site

whether you are new to the site, or have visited it before

the country, region, city and/or borough associated with your IP address or device

how you came to our website – for example, through an email link or a search engine

the type of device and browser you use

We use cookies to track how visitors come to our site. For example, we use marketing or referring tracking codes in internet addresses (URLs) to show us whether a visitor has come to our site via a link on a referring website or in a specific piece of marketing and to give us insight into the effectiveness of our marketing. Although not through cookies, we do measure the success of the emails we send – so we know what subject lines and stories people liked the most. We don't share this information.

Some of this information may be used by third party cookies to target you with relevant advertising (see below). However, you can choose to use our website anonymously without giving us any information. Please see 'Changing your cookie preferences' below.

### **Types of cookies**

Our website is hosted by the Ning Network. Further details on the cookies currently used, along with a short description of their respective functions can be found [here](#).

The Facebook and Twitter and other social media share buttons don't themselves generate cookies and are not tracked, but we note the URL of the site you came from to us, as it would be for any link to a third-party site. Pages with embedded Twitter feeds store several cookies for user tracking purposes. Pages with embedded YouTube videos store a number of small cookies for user tracking and for saving user preferences.

### **Changing your cookie preferences**

The 'Help' menu in the toolbar of most web browsers will tell you how to change your browser's cookie settings, including how to have the browser notify you when you receive a new cookie, and how to disable cookies altogether.

### **Website statistics analytics, testing and personalisation**

Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which (as discussed above) are text files placed on your computer, to help AMED analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Please read [Google's privacy policy](#) if you are concerned about this.

AMED has no influence over Google's activities but do note that Google has signed up to the US Privacy Shield standard for protection of data which has been declared adequate by the EU commission. You can always opt-out of Google Analytics cookies [here Google's opt-out tool](#).

You should be aware that if you follow a link to another website and give any personal information to another company, the uses to which that information may be put will be determined by that third party Privacy Policy, we have no control over that third party.