

EMD UK Privacy Policy

EMD UK (“we”, “us” or “our”) is committed to protecting your privacy. This privacy policy sets out how we use and protect any information that you give us. The lawful basis on which EMD UK can process your data is based on your consent.

Why we collect information from you

To provide you with information, products or services concerning the group exercise sector. To maintain our organisational records and databases. To allow you to participate in interactive features of our service, when you choose to do so. We will communicate with you by telephone, letters, emails or other reasonable means with updates and information about goods and services that we think may be of interest to you. EMD UK has a legitimate interest in collecting your information to provide you information about goods and services. Your information may be used for profiling to determine which services are likely to be of interest to you so we can tailor our communications. EMD UK will use your information to create statistics on the types of individuals that they engage with. These statistics may be used to inform business decisions and report to funders/commissioners/interested parties. **All information will be anonymised.**

The personal data that we may store and process

Information that you provide by filling in forms on our site www.emduk.org (our site). This includes information you provide at the time of registering to use our site and any further information you may provide when subscribing to our services or requesting further services. Information or material that you post or contribute to our site e.g. blogs and case studies etc. If you contact us, by phone, email or letter, we may keep a record of that correspondence. We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them. Details of transactions that you carry out through our site and of the fulfilment of your orders. Details of your visits to our site including, but not limited to, location data, weblogs, and other communication data, whether this is required for our own billing purposes or otherwise. Your information will be stored for a maximum of 5 years after your last interaction (email, call, purchase, registering interest or other) with EMD UK. Should we ask you to provide information when using our website which enables you to be identified; you can be assured that it will only be used in accordance with this privacy policy.

IP addresses and cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our user's browsing actions and patterns, and does not identify an individual. For the same reason, we might obtain information about general usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. 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 does not give us access to your computer or any information about you, other than the data you choose to share with us. They enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and to allow us to customise our site according to your individual interests.
- To speed up your searches.
- To recognise you when you return to our site.

You may refuse to accept cookies by activating the settings on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site. Please note that our advertisers, suppliers and partners may also use cookies, over which we have no control

Where we store your personal data

All information you provide to us is stored on secure servers. The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may be processed by staff operating outside the EEA who work for us or for one of our suppliers or partners. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By sharing your personal data, you agree to this transfer, storing or processing. The transmission of information via the internet is not completely secure. We will do our best to protect your personal data but cannot guarantee the security of data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access. We do not store financial details.

Other recipients of your personal data

If we are under duty to disclose or share your personal data to comply with legal obligation, or in order to enforce or apply our terms of use or terms and condition of sale and supply and other agreements; or to protect the rights, property, or safety of EMD UK, our members, or others. This includes exchanging information with other companies and organisations for the purpose of fraud protection and credit risk reduction. **We will not share your personal details with any third party unless you have given us consent to do so.**

Links to other websites

Certain parts of our website may contain links to other websites which have information of interest. However, once you have used these links and left 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.

Access, consent and complaints

You may request details of personal information which we hold about you under the Data Protection Act 1998. 'EMD UK' is a trading name of Exercise Movement and Dance Partnership Ltd who are the data controllers and can be contacted on 01403 266000 or hello@emduk.org. You can contact EMD UK at any point and withdraw your consent to store and process your personal information. In addition, you will be given the option to 'unsubscribe' from any newsletters/bulk communications that you receive. You can raise a concern about our information rights practices here [www.ico.org.uk/concerns or by calling 03031231113](http://www.ico.org.uk/concerns+or+by+calling+03031231113).

Your rights

You have the right to be informed that we have collected your information, access your information, rectify any inaccuracies, erase your information, restrict processing, data portability, to object to certain processing and marketing and rights in relation to automated decision making and profiling.

Any changes to our privacy policy

EMD UK may change this privacy policy from time to time. You should check this page <https://emduk.org/privacy-policy/> from time to time to ensure that you are happy with any changes. For more on EMD UK please visit www.emduk.org
This policy is effective from 1st September 2017