



## The British Herbal Medicine Association Privacy Notice

We are delighted that you have shown interest in our organisation. Data protection is of a particularly high priority for the British Herbal Medicine Association (the BHMA).

This privacy notice explains how we process your personal information when you visit our website and/or if you're a contact, member, customer of our bookshop, corporate partner or attend a BHMA event or workshop. It explains how we will protect data subjects {your} information and personal data, and the controls and safeguards we provide for this data. This includes understanding, at all times, precisely what data we're storing for and about you, who (if anyone) can see that data, and whether you give permission for that data to be shared with third-parties.

The processing of personal data, such as the name, address, e-mail address, or telephone number shall always be in line with the General Data Protection Regulation (GDPR), The Data Protection Act 2018 and Privacy and Electronic Communication Regulations (PECR).

By means of this data protection declaration, we would like to inform you of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.

Specific data protection declarations will be provided separately when booking onto the BHMA's events, this will allow for the nuances of such event data processing to be communicated to you in a transparent manner.

### Topics

1. Who we are?
2. The information we collect about you, why we need it and who it's shared with?
3. Email Marketing, Fundraising donations and Legacy pledges
4. Our website uses cookies, this is what they do and how you can stop them
5. Your privacy rights explained
6. Other websites
7. Changes to our privacy policy
8. How long we keep your personal data
9. How to contact us or make a complaint

## Who we are?

The British Herbal Medicine Association has represented the interests of herbal medicine in the United Kingdom for over 50 years. Members of the Association include manufacturers of herbal medicines, herbal practitioners, companies involved in the supply of herbal raw materials and extracts, academics, pharmacists, retailers and students of phytotherapy. The Board endeavours to support our members through a range of activities and the objectives of the British Herbal Medicine Association are as follows

- To defend the right of the public to choose herbal medicines and to be able to obtain them freely.
- To promote high standards of quality and safety in herbal medicines.
- To advance the science and practice of herbal medicine by modern techniques.
- To encourage wider knowledge and recognition of the value of herbal medicine.
- To foster research in phytotherapy, exploring the vast potential of medicinal plants.

We are registered as a data controller under registration number Z1096441

## The information we collect about you, why we need it and who it's shared with

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, such as books or events either online, over the phone, via fax, post or at a BHMA event.
- 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 or services we offer.
- When you register for any kind of course or event with us.
- When you choose to complete any surveys we send to you.
- When you fill in any forms. For example, membership forms.

The personal data we may collect from you and process is:

<b>Personal data type:</b>	<b>Source</b>
Title, First Name & Last Name	Paper Membership Application Form, Attendance at a BHMA event. Purchase of a BHMA Publication
Email	Paper Membership Application Form, Attendance at a BHMA event. Purchase of a BHMA Publication
Postal Address	Paper Membership Application Form, Attendance at a BHMA event. Purchase of a BHMA Publication

Telephone Number	Attendance at a BHMA event. Purchase of a BHMA Publication
Debit or credit card, Bank details	Paper Membership Application Form, Attendance at a BHMA event. Purchase of a BHMA Publication
Dietary Requirements/Health Conditions	Attendance at a BHMA Event

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

- Processing a membership application and ongoing essential membership related processing
- Sending you information about the BHMA, our events, activities and campaigns and for marketing purposes (including via Facebook and other social media channels)
- Processing a purchase that you have made such as a publication
- Responding to correspondence you have sent to us

In any event, 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 we use under the General Data Protection Regulation for the processing of personal data:

- Fulfilling our Contractual obligations to you
- Our legitimate interests as the British Herbal Medicine Association
- Your Consent
- Any Legal Requirement we may have

### **Processing to fulfill the membership contract**

When you join as a member of the BHMA, we need to use your personal information to provide the services that you have paid for and subscribed to for the lifetime of your membership. We will give you access to the BHMA member's area and send details of your log-in and password to you. 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 this email account to send essential membership communications to you in regards to the core member services you have paid for, these include discounts on seminars and books. Complimentary copies of publications, our E-Newsletter and other membership benefit and services.

We will send you a membership pack via post including your membership card but may send other essential membership service updates by email. Communications will be relevant, timely and not excessive. You can contact us via the details at the bottom of this notice to request a preference for postal communications although we cannot guarantee that all electronic communications can be transferred. You are likely to miss out on a number of the essential membership offers that your subscription has paid for by not allowing electronic communications.

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

### **Processing through use of our Legitimate Interests**

Broadly speaking this means that we are processing your personal information if:

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

The legitimate interests we pursue are to run a membership organisation, in favour of the well-being of all our members, ex-members, previous delegates of our events, supporters, employees, board members and to protect the interests of members and herbal medicine in general.

When you provide your personal details to us we use your information for our legitimate business interests to carry out this work. Before doing this, we will carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use this lawful basis are for direct marketing, maintaining the security of our system, data analytics, research, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our campaigns and fundraising.

Direct marketing is generally seen as an important tool, but we want to respect the wishes of the recipients of our marketing. For this reason, we have undertaken a balancing test to compare our legitimate interests versus your interests and indeed fundamental rights and freedoms, which require the protection of personal data.

We believe that the recipients of our marketing have a reasonable expectation that the BHMA will store and process their Personal Data in this manner.

Our assessment has considered the technical and organisational security measures that the BHMA is implementing in 2018 and the safeguards being put in place in regards to your privacy and the protection of your personal data.

The BHMA conducts Data Protection Impact Assessments with outputs that support privacy by design and default and include:

- data minimization;
- de-identification and anonymization;
- appropriate technical and organisational security measures;
- adding extra transparency;
- encryption and access control when data is in transit;
- data retention limits;
- restricted access to systems;
- where appropriate encryption, hashing, salting;

- other technical security methods used to protect data;
- privacy training.

The likelihood of impact and the severity of negative impact of our processing on your data has been assessed and deemed to be negligible.

### **Processing using Consent**

There are certain circumstances, particularly in regards 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 that we request and 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 BHMA is monitoring future developments in EU electronic marketing regulation presently being in debated and subject to change.

## **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 use various tracking techniques to measure the effectiveness of our email campaigns and tailor our communications to your interests.

If you are required to elect to receive the BHMA e-newsletters, we will use your email to send you the requested newsletters. We use MailChimp, a US-hosted third-party provider to send out and monitor our communications. For more information, please see [MailChimp's Privacy Policy](#).

We endeavour to keep all personal data hosted within the EEA. However, if it is essential to transfer your data outside of the EEA, as is the case with MailChimp, we look at this on a case-by-case basis to ensure that robust data-sharing agreements are in place. For example, MailChimp hosts its data in the US and is a member of the Privacy Shield scheme. This scheme has been declared by the EU to provide adequate protection for personal data, and as such we are happy to use it whilst we review their terms and conditions in more detail.

If you no longer wish to receive these emails, you can unsubscribe by following the instructions in the relevant communication.

We conduct this email marketing in adherence with the Privacy and Electronic Communications Regulation which derive from the [European Directive 2002/58/EC](#) but make allowances to conduct email marketing to users of corporate subscribers without the need for opt-in consent.

We'll always act upon your choice of how you want to receive marketing and communications (for example, by email, post or phone). However, there are some communications that we need to send.

These are essential to fulfil our promises to you as a member or buyer of goods or services from the BHMA. Examples are:

- Transaction messaging, such as purchase confirmations, renewal reminders, membership certificates and event booking confirmations
- Member benefit emails

### **Who your information is shared with**

The BHMA 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 organizational measures to safeguard the security of your data. Where appropriate robust data processing agreements will be in place as per article 28 of the GDPR and mechanisms allowing the monitoring of such safeguards will be agreed.

## **Our website uses cookies, this is what they do and how you can stop them**

You do not have to give us any personal data in order to use this website. However you may provide us with personal data by completing forms on this website or by contacting us by telephone or email.

When you visit this website, we will automatically collect the internet protocol (IP) address of the device used by you to visit this website as well as the type of the device, browser version and time zone setting. This will enable us to identify you as a unique user for analytical purposes and to optimise our website for your device. This data does not allow us to, and we will not attempt to use this data to, identify you.

### **Cookies**

This website uses small text files, called cookies, which are automatically stored on your device when you access and use certain features of this website. As cookies are unique, we can use them to distinguish you from other users. To find out more about cookies, how to refuse them and how to change your device's cookie settings, you should visit [All About Cookies](#). Please note that if you refuse to accept cookies or change your device's cookie settings, you may not be able to use all of this website's features.

Data collected from the use of cookies does not allow us to, and we will not attempt to use this data to, identify you.

The categories of cookies used by this website are as follows:

- Strictly necessary cookies – cookies that are required for the operation of this website and its features, such as accessing secure areas of this website
- Performance cookies – cookies that allow us to recognise new and returning users to this website and to track how they navigate around it to help us improve this website

The cookies/trackers/web analytics used by this website are as follows:

Source	Cookie	Description
Stat Counter	Analysis	This tracker collects anonymised information related to website visitors and the performance of the website
Google Analytics	__utma	This cookie creates a unique ID when a new visitor browses our website. It helps us to assess the number of new visitors to our site, and also identify whether we are receiving repeat visitors, too.
	__utmb	These two cookies help us measure a visitor's session, giving us data on what time visitors arrive and how long they spend browsing our website.
	__utmc	
	__utmz	This cookie gives us information about how a visitor got to our site (e.g. Google Search, referral site, social media, direct URL, etc.) and also which pages they viewed after they arrived.
	Double Click	This cookie collects anonymised Ad Views, Analytics, Browser Information, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains)
	Audiences	This cookie collects anonymous data (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views , Serving Domains)

These cookies are used by the Google Analytics service to identify unique visitors to this website, where they came from, which pages they visit and how long they spend on it.

Further information can be found in the [Google Privacy Policy](#).

Most browsers allow you to refuse to accept cookies; for example:

- (a) In Internet Explorer (version 11) you can block cookies using the cookie handling override settings available by clicking "Tools", "Internet Options", "Privacy" and then "Advanced";

- (b) In Firefox (version 39) you can block all cookies by clicking "Tools", "Options", "Privacy", selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and
- (c) In Chrome (version 44), you can block all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Content settings", and then selecting "Block sites from setting any data" under the "Cookies" heading.

Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on our website.

You can also delete cookies already stored on your computer; for example:

- (a) In Internet Explorer (version 11), you must manually delete cookie files (you can find instructions for doing so at <http://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-11>);
- (b) In Firefox (version 39), you can delete cookies by clicking "Tools", "Options" and "Privacy", then selecting "Use custom settings for history" from the drop-down menu, clicking "Show Cookies", and then clicking "Remove All Cookies"; and
- (c) In Chrome (version 44), you can delete all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Clear browsing data", and then selecting "Cookies and other site and plug-in data" before clicking "Clear browsing data".

## 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 a 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.



- Right to judicial review: in the event that The BHMA refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined below

All of the above requests will be forwarded on should there be a third party involved in the processing of your personal data.

## **Other websites**

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

## **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 30th May 2018.

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

How long we keep information collected about you

Any information provided by you will be retained for as long as necessary in connection with the purposes for which it was provided, for example, to respond to your enquiry. In respect of any contact information stored within our electronic filing systems, we will delete your details upon request and if we have not had any further communication with you within a period of 2 years.

If you are a BHMA member and your membership lapses, your membership profile will be retained for three years and details of financial transactions made with the BHMA, will be retained for 6 years. If you decide to rejoin, your original profile will be made active again, if still on record.

Any information collected about you or your activity through the use of cookies will be retained for the time periods set out in the above table.

In any case, once we have processed any information about you in connection with the purposes for which it was provided or collected, we will securely delete or anonymise (to the extent such information was capable of identifying you in the first instance) such information upon expiry of the above time periods.

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

In the event that you wish to make a complaint in regards to how your personal data is being processed by the BHMA (or the third parties above), please contact the BHMA's data protection representative, if you are unhappy with how your complaint has been handled, you have the right to lodge a complaint directly with the ICO.

	Data Protection Representative contact details
Contact Name:	The Secretary
Address line 1:	British Herbal Medicine Association
Address line 2:	PO Box 583
Address line 3:	Exeter
Post Code	EX1 9GX
Email:	secretary@bhma.info
Telephone:	44 (0) 845 680 1134