

Privacy Policy

Version 2

First Approved:	October 2022
Last reviewed:	
Date of next review:	October 2025

1. Introduction / Policy Statement

- 1.1 This Privacy Policy describes our policies and procedures on the collection, use and disclosure of information provided by users of the online services of the BDA. It tells service users about privacy rights and protections under the law.

2. Policy Rationale

- 2.1 We use personal data to provide and improve the service we provide to users. By using our services, users agree to the collection and use of information in accordance with this Privacy Policy.

3. Definitions

- 3.1 **Account** means a unique account created for a user to access our service or parts of our service online.
- 3.2 **Cookies** are small files that are placed on a computer, mobile device or any other device by a website, containing the details of a user's browsing history on that website among its many uses.
- 3.3 **Personal Data** is any information that relates to an identified or identifiable individual.
- 3.4 **Data Subject** is the technical term for the individual whom particular personal data is about.
- 3.5 **Data Controller** is the person that decides how and why to collect and use the data. This will usually be an organisation and is the BDA in this policy.

4. Scope of the Policy / Who it applies to

- 4.1 This policy applies to any user of the BDA's online services including Education Resources, the Club Health Checker and the online Contact Form.

5. Policy Details

- 5.1 While using the services of the BDA, we may ask users to provide certain personally identifiable information that can be used to contact or identify them. Personally identifiable information may include, but is not limited to:
- Email address
 - First name and last name
 - Phone number
 - Usage Data
- 5.2 Usage Data is collected automatically when using the Service. Usage Data may include information such as a device's internet protocol address (e.g. IP address), browser type, browser version, the pages of our service visited, the time and date of a visit, the time spent on those pages, unique device identifiers and other diagnostic data.
- 5.3 When a user accesses the service by or through a mobile device, certain information may be collected automatically, including, but not limited to, the type of mobile device used, the mobile device's unique ID, the IP address of the mobile device, the mobile operating system, the type of mobile internet browser used, unique device identifiers and other diagnostic data.
- 5.4 Information that a browser sends automatically whenever an online service is used may also be collected.
- 5.5 Cookies and similar tracking technologies are used to track the activity on the BDA website and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze the service provided. More detail on cookies is available via our Cookies Policy.

6. Linked Policies and Procedures

- 6.1 The BDA may use Personal Data for the following purposes:
- **To provide and maintain our service**, including to monitor the usage of our service.
 - **To manage user accounts:** to manage a registration as a user of the service. The personal data provided can give access to different functionalities of the service that are available to a registered user.
 - **For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services purchased or of any other contract with the BDA through the service.

- **To contact users:** To contact users by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
 - **To provide users** with news, special offers and general information about other goods, services and events which we offer that are similar to those that they have already purchased or enquired about unless they have opted not to receive such information.
 - **To manage user requests:** To attend and manage requests for information, support or services.
 - **For other purposes:** Information may be used for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of promotional campaigns and to evaluate and improve services, products, marketing and user experience.
- 6.2 This policy should be read alongside our Data Protection Policy, Data Retention Policy and Cookies Policy

7. Legislative References

- 7.1 The Data Protection Act 2018 controls how personal information is used by organisations in the UK. [Data protection: The Data Protection Act - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

8. Monitoring and Review

- 8.1 The BDA Chairperson and Senior Management Team will monitor the effectiveness and review the implementation of this policy, regularly considering its suitability, adequacy and effectiveness. Any improvements identified will be made as soon as possible.
- 8.2 Members of staff are invited to comment on this policy and suggest ways in which it might be improved. Comments, suggestions and queries should be addressed to the Welfare and Governance Manager.
- 8.3 This policy does not form part of any employee's contract of employment and it may be amended at any time.
- 8.4 The policy will be reviewed every 3 years unless there are major changes to relevant legislation in the intervening period.

Review History

Date of Review	Comments
July 2012	Version 1 reviewed and approved for use
October 2014	Version 1.1 reviewed and approved for use
October 2015	Version 1.1 reviewed and approved for use
September 2016	Version 1.1 reviewed and approved for use
February 2019	Version 1.1 reviewed and approved for use
October 2022	Version 2 written and approved for use

Revision History

Version	Change Log	Date
1	Initial release of policy	July 2012
1.1	Changed BDA Manager to BDA Chairperson	October 2014
2	Changed template format to move revision history to end of document and create uniform policy headings where possible. Reduced detail on cookies to move to new Cookies Policy	Aug 2022