



Diabetes Care Trust (ABCD) Limited

Privacy Policy

This privacy notice explains how Diabetes Care Trust (ABCD) Limited ("we", "our", "us") collects, uses and shares your personal data, and your rights in relation to the personal data we hold. This privacy notice concerns our processing of personal data of members, those registering for and attending the ABCD conference and events and anyone else who interacts with ABCD (together, "you", "your").

Diabetes Care Trust (ABCD) Limited, a registered charity, (number 1139057) and registered with the UK Information Commissioner's Office (registration number ZA293556), is the controller of your personal data and is subject to the Data Protection Act 2018 (DPA), the Telecommunications Data Protection and Privacy Regulations 1999 and all applicable laws and regulations in relation to the processing of personal data.

How we collect your information

We may collect your personal data in a number of ways, for example:

- when you join as member, register for the conference or apply to be a trustee;
- when you communicate with us by telephone, email or via our website, for example to make enquiries about membership or an event;
- from publicly available sources of data, for example to verify your professional qualifications or NHS organisation or area you work in;
- as you interact with us for the purposes set out below.

The types of information we collect

We may collect the following types of personal data about you:

Contact and communications information, including:

- your personal and work contact details (including email address(es), telephone numbers and postal address(es);
- your communication preferences;
- records of communications and interactions we have had with you;
- biographical and professional qualifications;
- your name, title;
- your professional role or job title;
- your image or likeness;
- type of organisation/setting you work in;
- details of your professional activities including positions/roles you hold;
- information you have publicly shared on social media;
- information concerning your engagement with us, including attendance at our events or responses to surveys;
- your internet protocol address or IP address.

Other personal information including:

- dietary requirements and other special needs relevant to attendance at events or services purchased or requested from us (e.g. large print, levelled access);
- employment or any financial interests in the pharmaceutical industry or any agency working for the pharmaceutical industry.



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Financial information, including:

- your bank account number, name and sort code (used for processing Direct Debits payments and reimbursement of expenses);
- details of financial transactions, for example membership fees, conference registration.

When you contact us with an enquiry or query, we may collect additional information to resolve your issue or answer your questions.

Non-personal data

We may collect certain information that does not by itself identify a specific individual, Such information tells us about your equipment, browsing actions, such as your operating system and browser type, as explained in our [Cookie Policy](#). This purpose of this is to help us to deliver a better service to website users.

When you download our conference app, we collect information on the type of device you use and the operating system version, so we know the best version of the application to provide you. We do not ask you for, access, or track any location-based information from your mobile device at any time while downloading or using our app or any website services.

If we lose touch with you over time, we may use external sources to ensure that our contact details for you are up to date, allowing us to continue to communicate with your membership and activities which may be of interest to you. If you do not wish ABCD to do this for you, please contact info@abcd.care.

Where we store data

As a matter of course, we do not transfer your personal data outside of the European Economic Area. We may, however, transfer your personal data around the world on an ad hoc basis, if this is necessary for interaction with you, and you are located outside of the EEA. In such circumstances, we will consider whether any additional measures are required in order to give adequate protection for the information when it is transferred outside of the EEA.

The basis for processing your information

We may process your personal data because it is necessary for the administration of services you have requested from us, such as your membership or conference / event registrations. For marketing or other communications from ABCD, we will expressly ask for your consent before we process your data. In this respect, we use your personal data for the following:

- to interact with you before or after you join as member or register for an event for example, to answer any questions you have;
- operating our member's directory;
- when you submit an application to be a trustee, in order to assess your eligibility;
- to deal with any concerns or feedback you may have.

We may also process your personal data because it is necessary for our **legitimate interests**, which include our charitable objectives. In this respect, we may use your personal data for the following:



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- to monitor and evaluate the performance and effectiveness of our activities;
- internal record-keeping, including the management of any feedback or complaints.

We may also process your personal data for our compliance with our **legal obligations**. In this respect, we may use your personal data for the following:

- to meet our compliance and regulatory obligations;
- for the prevention and detection of crime;
- in order to assist with investigations (including criminal investigations) carried out by the police and other authorities.

In particular, with your consent, we may process your personal data to provide you with information about our events, activities and details of opportunities to get further involved with ABCD, for example, by sending you email news alerts. We may send you these communications by email only with your specific consent. If you do not wish to receive such information, you can opt out of any emails using the links in the message. Alternately, you can email info@abcd.care.

Sharing your information with others

We do not sell your personal data to other organisations.

For the purposes referred to in this privacy notice and relying on the bases for processing as set out above, we may share your personal data with certain third parties to deliver services you have requested from us. In this respect, we may disclose limited personal data in the following circumstances:

- to our employees, agents and contractors where there is a contractual reason for their receiving the information, such as where we have engaged them to process data on our behalf as part of administering our membership system or events;
- to internal and external auditors;
- when ABCD is legally required to do so (by a court, government body, law enforcement agency or other authority of competent jurisdiction), for example by the Charity Commission.

How long your information is kept

ABCD will hold your data for up to 5 years after you last interacted with ABCD or as long as is legally required.

Your rights

Under EU legislation, you have the following rights:

- to obtain access to, and copies of, the personal data that we hold about you;
- to require that we cease processing your personal data if the processing is causing you damage or distress;
- to require us not to send you marketing communications;
- to require us to correct the personal data we hold about you if it is incorrect;
- to require us to erase your personal data;



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- to require us to restrict our data processing activities (and, where our processing is based on your consent, you may withdraw that consent, without affecting the lawfulness of our processing based on consent before its withdrawal);
- to receive from us the personal data we hold about you which you have provided to us, in a reasonable format specified by you, including for the purpose of you transmitting that personal data to another data controller;
- to object, on grounds relating to your particular situation, to any of our particular processing activities where you feel this has a disproportionate impact on your rights.

You can exercise any of these rights by contacting a member of our operations team by email info@abcd.care or by telephone 01675 477602.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply, for example, where we are required by law to hold specific data.

If you have given your consent and you wish to withdraw it, please contact info@abcd.care or [complete this online form](#). Please note that where our processing of your personal data relies on your consent and where you then withdraw that consent, we may not be able to provide all or some aspects of our services to you and/or it may affect the provision of those services.

If you are not satisfied with how we are processing your personal data, you can make a complaint to the Information Commissioner. You can find out more about your rights under data protection legislation from the Information Commissioner's Office website available at: www.ico.org.uk.

Conference app analytics

We use mobile analytics software to allow us to better understand the functionality of our conference app on your device. This software may record information such as how often you use the app, the events that occur within the app, aggregated usage, performance data, and where the app was downloaded from. We do not link the information we store within the analytics software to any personal data you submit within the app.

Changes to this policy

It is our policy to post any changes we make to our Privacy Policy on this page. The Privacy Policy was last revised and approved by the trustees on 7th June 2024. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting this Privacy Policy to check for any changes. Your continued use of our services after such modifications will constitute your agreement to the updated terms of the modified Privacy Policy.

Contact us

If you have any queries about this privacy notice or how we process your personal data, or if you wish to exercise any of your rights under applicable law, you may contact our operations team

- by email: info@abcd.care
- by telephone: 01675 477602
- by post: 483 Green Lanes, London, N13 4BS

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