

Privacy Policy

The Association of Dogs and Cats Homes (ADCH) takes your privacy seriously and is committed to complying with the requirements of the General Data Protection Regulation (GDPR). We have therefore produced this Privacy Policy to inform you how we use and protect your data.

The ADCH may change this policy from time to time and will ensure that the most up-to-date version is available on our website at all times.

Who we are

The Association of Dogs and Cats Homes (ADCH) is a not-for-profit, charitable incorporated association (Registered Charity No.1180574), which was formed in 1985 to unite dog and cat welfare organisations in matters of concern and importance to stray, injured and unwanted dogs and cats.

Your personal data

We collect, hold and process the data of representatives of actual/prospective/former member organisations; affiliate members; business contacts; staff; and volunteers.

We may also store and use photographic images and video footage of members and event attendees. You have the right to object to this if you wish, to do so please contact therese@adch.org.uk.

We will never trade, sell or swap your personal information with third parties for commercial gain.

We may, on occasion, pass on your information if required to arrange event attendance or accommodation, with your consent, or if required by law.

ADCH may transfer personal data to external organisations contracted to provide direct operational services for us (including website hosting, cloud services, communications processing, financial processing); but unless you have given explicit consent, this does not extend to any arrangement to enable the external organisation to contact you on its own behalf or enable any other party to do so.

If any of these external organisations are located in countries outside the European Economic area, we will require them to comply with our strict privacy requirements and to demonstrate that they follow best practice guidelines for data protection.

The Data Controller is the ADCH Secretary, Association of Dogs and Cats Homes (ADCH), PO Box 76271, London SW8 9FA. The management of our data and our policies is overseen by the Secretary, who can be contacted via email (secretary@adch.org.uk).

Members

ADCH processes personal and organisational information for certain legitimate business purposes, which include some or all of the following:

- To administer your membership purchase or event booking
- To contact you from time to time with marketing information relating to your member benefits, ADCH meetings, services, activities and member offers
- To better understand how people use our services
- To improve ADCH's services, events and publications that we offer
- To seek feedback on any events you have attended to improve future events and develop new future activities as indicated or requested by members and supporters
- To determine the effectiveness of any shared campaigns and member promotions activities.

Whenever we process data for these purposes we will ensure that we always keep your personal data rights in high regard and take account of these rights. You have the right to object to this processing if you wish, by emailing therese@adch.org.uk. Please bear in mind that if you object this may affect our ability to carry out the tasks above for your benefit as a member or supporter.

You may opt out of email communications at any time by clicking unsubscribe in the Newsletter or emailing therese@adch.org.uk. Please bear in mind that if you opt out of these communications you may not receive important information which will help you make the most of the benefits of your ADCH membership.

As a member you also have full access to ADCH staff at any time and as is part of the membership benefit, our Association Manager or Member & Administration Manager may telephone or email you to offer assistance, help, advice, respond to a call from you or just to check if you have everything you need from ADCH.

Please also note that if you are the Master Contact listed with ADCH and your organisation is a member, should you choose to opt out of newsletters, we will still contact you regarding the administration of your membership, for example membership renewals and payments, and Minimum Standards assessments. We may also contact you regarding the role of members in the running of ADCH, for example at our Annual General Meeting and Trustee appointments. We need to process your data in this way in order to carry out our contractual obligation to your organisation and manage your rights under ADCH's constitution.

Except where personal information is evidently confidential or personally sensitive, we may communicate with staff in your organisation (for example a personal assistant, finance department or other relevant staff member) to administer your membership, subscription, product payment or event booking.

ADCH may publish and share the names of the organisations by which its members are employed or otherwise engaged, but this will not include personal information.

We may promote your organisation's membership of ADCH on social media, for example on Facebook and Twitter, but this will not include personal information.

If you express no further interest in ADCH, we will remove your name, your job title, your contact details and your organisation's name (if we have no other contacts at your organisation) from our database after three years or three years after the end of your membership (whichever is later). Thereafter, we will keep an anonymous record of your membership or event booking for analysis to improve our offer as a membership body.

Prospective members

From time to time we, in the course of our activities, will actively research, from publicly available sources, details of other non-member organisations who may be interested in joining ADCH. If we obtain your details in this way, we may contact your organisation by post or email address to enquire if you would like to join ADCH or receive marketing information from us. If you opt in to receive marketing information, we will inform you of ADCH's services, activities and offers. You may opt out of such contact at any time.

If you express no further interest in ADCH, we will delete your data after one year.

Event attendees

If you register to attend one of our events, we will store your name, your organisation's name and your contact details. We will not contact you with any marketing information unless you opt in to receive it or engage further with ADCH by joining as a member organisation. If you opt in to receive marketing information, we will inform you of ADCH's services, activities and offers. You may opt out of such contact at any time.

We may include your name, your job title, and your organisation's name (but no further details unless otherwise agreed) in a delegate list which will be provided to other delegates. We may need to disclose your details to a third party, such as an event venue or event sponsor, to arrange event attendance and ensure accommodation or meals are booked appropriately, where such bookings are the responsibility of ADCH.

Speakers

If you are a speaker at an ADCH event, we will publicly promote your involvement. This may include on our website, in our marketing and member communications, on



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Facebook and Twitter, and on other platforms such as LinkedIn. Your data may continue to be processed by external platform providers after the event has ended.

Other individuals

ADCH may, on occasion, in furtherance of our work, obtain personal details from individuals including colleagues in other organisations, the general public, journalists, government officials, MPs, and venue administrators. This information will be stored in a central secure system.

Your rights

As an individual you have explicit rights under GDPR:

- Right to be informed
- Right of access
- Right to rectification
- Right to erasure (also known as the 'right to be forgotten')
- Right to restrict processing
- Right to data portability
- Right to object
- Rights with respect to automated decision-making and profiling

For more information on how to exercise these rights, please email secretary@adch.org.uk.

You have the right to lodge a complaint with the Information Commissioner's Office using their helpline 0303 123 1113 or at www.ico.org.uk.