Privacy Policy

## Effective Date

Effective from: April 2025

## 1. Who We Are

The School and Public Health Nurses Association (SAPHNA) is a professional association and registered charity that supports school and public health nurses across the UK.

Data Controller:
School and Public Health Nurses Association (SAPHNA)
Capital Office, 124 City Road, London, EC1V 2NX
Email: info@saphna.co

## 2. Information We Collect

We may collect and process the following types of personal data:

- Name, job title, organisation
- Email address and telephone number
- Membership information
- Payment and transaction details
- Website usage data (e.g. IP address, browser type)
- Event registration details
- Communication preferences
- Any other information you choose to provide

## 3. How We Use Your Information

We use the information we collect from you for a range of purposes to support our work, your membership, and the wider school and public health nursing community. Specifically, we may use your data to:

- Manage your SAPHNA membership, including processing applications, renewals, and payments.
- Communicate with you about news, guidance, research, training opportunities, policy updates, and professional development.
- Administer and manage online and in-person events, such as webinars, training sessions, and our annual conference.
- Maintain and update our member and supporter database.
- Share event-specific data with sponsors and exhibitors, with your permission.
- Improve our website, social media and digital communications, including analytics and tracking.
- Conduct surveys and evaluations to gather insights into members’ needs and opinions.
- Fulfil our legal and financial obligations.

We always aim to process only the minimum necessary personal data and will never sell your information to third parties.

## 4. Event Registrations and Sponsor Communications

When you register for a SAPHNA-organised event (such as our annual conference), we may request your permission to share your email address with event sponsors and exhibitors for marketing purposes.

- You will be given a clear option to opt out at the point of registration.
- If you do not opt out, your details may be shared only with carefully selected partners.
- You can withdraw consent at any time by contacting us at info@saphna.co.

## 5. Legal Basis for Processing

We process your personal data under the following lawful bases:

- Contract – to deliver services you have requested.
- Consent – where you have explicitly agreed to certain uses.
- Legitimate interest – to improve our services and manage operations.
- Legal obligation – where required by law.

## 6. Marketing and Communication Preferences

You can choose whether to receive promotional emails, newsletters, or updates from SAPHNA.

You may change your preferences or unsubscribe at any time via the links in our emails or by contacting us at info@saphna.co.

## 7. Data Storage and Security

SAPHNA takes data protection seriously and implements a range of technical and organisational measures to safeguard your personal information.

- Encrypted data transmission (e.g. SSL on our website)
- Secure email platforms
- Restricted access to personal data
- Reputable, GDPR-compliant third-party providers
- Data retention schedules and reviews

In the event of a breach, we will notify you and the ICO as required by law.

## 8. Your Rights

Under UK GDPR, you have the right to:

- Be informed about how your data is used.
- Access your personal data.
- Correct inaccuracies.
- Request deletion of your data.
- Restrict or object to processing.
- Withdraw consent at any time.
- Lodge a complaint with the Information Commissioner's Office (ICO).

Contact us at info@saphna.co to exercise these rights.

## 9. Cookies and Website Usage

SAPHNA uses cookies and similar tracking technologies on our website to improve your experience and understand how people interact with our content.

What Are Cookies?
Cookies are small text files that are stored on your computer or mobile device when you visit a website. They help websites remember your actions and preferences (such as login, language, and other display settings) over a period of time.

How We Use Cookies
Cookies help us:
- Enable account and membership features
- Understand which areas of our website are visited most often
- Improve our communications and content based on user behaviour
- Measure the effectiveness of advertising and search visibility

Types of Cookies We Use
- Essential cookies – required for website functionality (e.g. logins, secure pages)
- Performance cookies – help us understand how visitors use our site (e.g. Google Analytics)
- Functional cookies – remember your settings and preferences
- Marketing cookies – may be used by platforms like Facebook or LinkedIn to tailor ads

You can manage or disable cookies at any time via your browser settings.

When you first visit our website, you will be asked to choose whether you accept or reject non-essential cookies via our pop-up banner. Your choice will be remembered for future visits. You can change your preferences at any time by clearing your cookies or adjusting browser settings.

## 10. Policy Updates

We may update this privacy policy from time to time. Changes will be posted on our website, and where appropriate, you will be notified by email.

## 11. Email Tracking

We may use tracking technologies in our email communications, such as:

- Tracking pixels to detect when an email is opened.
- Tracked links to monitor clicks.

This is used for internal analysis only. You can opt out by contacting us at info@saphna.co.

## 12. Links to Other Websites

Our website and emails may contain links to other websites. Once you leave the SAPHNA website, we are not responsible for the privacy practices or content of external sites.

## 13. Use of Our Website by Children and Young People

Our website and services are intended for professionals. We do not knowingly collect data from individuals under 18. If you believe we may have done so, please contact us immediately at info@saphna.co.

## 14. How to Make a Complaint

If you have concerns about your data, please contact us:

Email: info@saphna.co
Phone: 07349 266942
Address: Capital Office, 124 City Road, London, EC1V 2NX

You may also contact the Information Commissioner’s Office (ICO):
Website: www.ico.org.uk
Phone: 0303 123 1113
Address: Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF