



## **Privacy Policy**

This privacy policy sets out how the British Association for Applied Linguistics (BAAL) uses and protects the information we collect.

BAAL is the data controller and data processor of any personal data you supply. Any personal information provided will be used to process your membership subscription.

BAAL is committed to ensuring that your privacy is protected. We want to assure all our members that any personal information given to will be used in accordance with this privacy policy.

### **What we collect**

BAAL may collect the following information:

- your name and job title
- your contact information, including your email address and phone number
- demographic information such as postcode, and areas of interest
- other information relevant to your job role

### **What we do with the information we gather**

BAAL require this information to understand your needs and provide you with a better service. We may use this information in the following ways:

- perform or take steps to enter a contract with you
- improve our membership offer and services
- send emails about information which we think you may find interesting using the email address which you have provided
- customise the website according to your interests
- from time to time, we may also use your information to contact you for market research purposes, and may contact you by email, phone or mail

### **Who has access to your information?**

BAAL's staff have controlled access to your information to enable us to provide you with services. We will not sell or rent your information to third parties. We will not share your information with third parties for them to market to you. We may pass your information to our third-party service providers, subcontractors and other associated organisations to provide services on our behalf (for example to send you mailings). However, when we use third parties, we disclose only the personal information that is necessary to deliver the service (such as email addresses), and we require them to keep your information secure and not to use it for their own direct marketing purposes.



Please note all Members have the chance of being listed within the BAAL Members Directory, please note you have the right to amend your details at any time or withdraw this within the profile area of the Membership Portal.

### **Consent**

By signing up as a member of BAAL you have **OPTED IN** to allow your data to be used for marketing, statistical and analytical purposes and to administer your membership.

You will receive membership communications, and from time to time we will let you know about events and other interesting information.

Consent can be withdrawn at any time by contacting us using the details below, or by using the unsubscribe button on all correspondence.

### **Controlling your personal information**

If you wish to obtain a copy of your personal data held by us, then please contact us using the details below. You can also see this within your personal profile section within the members' area. Please note, if you make a request for this data via email, you may also be asked to provide proof of your identity and for information that might help to locate the data you are seeking (such as your post code).

If you believe that any of the information, we hold about you is incorrect or out of date, please provide us with the updated details.

### **To contact us please use any of the details below:**

**Email:** [admin@BAAL.org.uk](mailto:admin@BAAL.org.uk)

**Telephone:** ++44 0330 333 0485

**Postal Address:** BAAL, C/o Mosaic Events, Tower House, Mill Lane, Off Askham Fields Lane, Askham Bryan, York, YO23 3FS

### **Right to be forgotten**

If you choose not to continue with BAAL Membership you have the right to be forgotten and your information will be deleted from our system. If required, please confirm on cancelling your subscription using the above contact details and your details will be removed.

### **How do we protect your data?**

BAAL are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect. This includes robust IT security, data protection training for all staff, and secure premises.



Where we have contracts with external providers, we require them to protect your information.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **IP Addresses**

An internet protocol (IP) address can allow us to track which organisations visit our webpages. We may use software to plan our services and provide information on what topics specific organisations may be interested in. We will not match IP addresses to an individual.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, please note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement that applies to the website in question.