



Privacy Policy

New data laws came into effect in May 2018, and so you can now read our formal Privacy Policy to make it easier to understand what rights you have and how we use your data. It will provide more information about what data we hold, how and why we use it, how long we keep it, how we protect it and the choices you have.

This privacy statement sets out our current policies and demonstrates commitment of the ALD to its obligations under current legislation. It came into effect on 25 May 2018.

If you have any questions, please get in touch by emailing us at office@ald.org.uk with the word "Privacy" in the subject line.

What data do we collect & why do we collect it?

As a membership organisation, we require basic personal data and details to manage your membership account, subscription payments and any benefits we offer. These details are requested when you join the Association. Additional or alternative information may be requested as and when you complete further requests, access other benefits or change your membership status.

The ALD will only collect information that it believes to be relevant and required to understand the member's needs and define its relationship with the Association.

The ALD will endeavour to keep its records up to date. To this end Members are asked to assist by providing all relevant information as and when requested or offering new information to the Association so that it can keep its records up to date.

Membership Privacy Settings

We give our members the opportunity to use the ALD to promote themselves and their work as live performance lighting practitioners to both the public and the membership. Each member has a profile on the ALD website which can be set up to allow certain levels of visibility to their profile and contact details to these areas.

A full explanation of how this can be used is available on our Web User Guide which is available on the Members' side of the website: <https://www.ald.org.uk/ald-website-user-guide>

Our default setting for every new member is to have their profile set to **Private** so unless you change this setting (found at the top of the '**Contact Details and Preferences**' page available after you sign into the site) you will only be visible to yourself and ALD administration staff who work on the database.

The other options are **Members Only** and **Public** which are self-explanatory, but unless you also complete the **Biography** section of your profile you will not be listed in the ALD directory on the public side of the website, and therefore not visible within the search function of our **Find a Professional** tool.

Each of your personal contact details can also be listed for the three types of visibility on the website as highlighted above. They can also be included as part of your printed membership directory listing if you wish. Your name, membership number and membership category are listed in this as default, although you can also remove yourself completely if you wish to at the bottom of the '**Contact Details and Preferences**' page.

We consider Association postal and email contact to be legitimate use to supply information about your membership and our activities, and so these elements are defaulted to opt-in. However, we also supply a range of opt-out boxes on the above page for you to tailor the exact items you receive.

How do we use it?

The ALD will not pass information on to Third Parties for marketing purposes without the consent of the member. Information gathered by the Association will normally be for use exclusively by the Association, or those closely involved with it, such as speakers at events, working groups or committees.

On occasion, Corporate and Commercial members request postal addresses for sending marketing information that may be relevant directly to our members. There is a specific opt-in box to tick within your '**Contact Details and Preferences**' page for this reason and only those with this option selected will be supplied. There is a separate opt-in box if you wish to receive industry magazines posted to you as part of your membership benefits.

We never supply email addresses to other organisations. We allow Corporate and Commercial members to send dedicated emails to our members who have opted in to receive such communication. However, we receive the content and distribute it on their behalf for the specific purpose of such contact.

There may exceptional occasions when the ALD is asked to disclose basic information on membership to third parties such as judicial or quasi-Governmental bodies, but this will only be done under proper authority. Any statistical data will be anonymised prior to being supplied.

All administrative or support staff will observe confidentiality obligations and by doing so will respect the trust placed in the Association by its members.

How is your data stored?

Appropriate measures are in place to prevent unauthorised access to records.

The ALD website is accessed via https using an SSL certificate which encrypts the data when it is in transport between the user's web browser and the web server. The same applies when ALD staff access and administer member data - their browser session to the web server is encrypted by the same SSL certificate.

The data stored on the webserver is not encrypted, however it is protected by a strong firewall and is in a Tier 3 data centre which is ISO 27001 certified, PCI-compliant and secured to UK government IL4 standards.

Access to member's data (other than that which a member has chosen to publish publicly) is via username and password. Passwords are hashed and encrypted and never stored in plain text.

In addition, we use the following online tools to assist us to run Association business. Each site is used for a specific purpose related to the following uses:

Email bulletins –

Mailchimp stores our various distribution lists and allows us to target our contact to specific selected areas of membership. This includes those who have opted-in to receive job bulletins and company promotional information. We also have separate lists for 'Related members', those that may benefit from hearing about ALD news and events, as well as our non-member news bulletins

Registration for our meetings and events –

Eventbrite is our chosen method of recording and maintaining attendance lists and to check in people to events and meetings. We do not cross reference lists between events nor use the data collected to promote other elements of ALD membership, although we may need to check if all attendees are current ALD members for some such restricted events as required.

Accounts, invoicing and payments –

We use Quickbooks online for our accounting purposes. Data from the membership database or specifically supplied to manage billing and payments will be stored and accessed by ALD staff and accountants to carry out our legal requirements under the Companies Act.

Direct Debits –

GoCardless.com supply the facilities to enable us to receive payments directly from members' banks directly on an automated basis. The ALD cannot see or access full banking details which are personally identifiable. We do add members' ALD membership numbers to the data retain to enable easier reconciliation and recording of payments to membership records.

Card Payments –

We accept credit card payments by using PayPal and use the data collected for the purposes of processing payments you make via our website or in person, refunding such payments and dealing with complaints and queries relating to such payments and refunds.

Surveys and information collection –

Survey Monkey is used to collect additional data either such as feedback, opinions, information or data that relates to improving the membership offer or to campaign on behalf of members through either direct survey requests of standing forms to opt in to certain services. We only collect and retain the information that is relevant to the specific purpose of each request. Sometimes this will be personally attributable and sometimes it will be either processed or collected anonymously.

Upon the termination of your membership, whether your account is suspended for non-payment or you formally resign your membership, we will retain your details on our website for up to a maximum of three years to aid us should you wish to re-join us at a later date. If you would prefer for us to delete this data upon termination, please ensure you inform us at the time you leave the membership.