



MemberWise Network Privacy Notice

We are delighted that you have shown interest in our Organisation. Data protection is of a particularly high priority for the MemberWise Network.

This privacy notice explains the nature, scope, and purpose of the personal data we collect and use and how we process your personal information when you interact with our network (e.g. you may choose to join our network, attend our face-to-face events/online events, represent a leading sector supplier, work with/for the network and/or be a contact/lead). In addition to this privacy notice being available on our website, we will also provide relevant privacy information to you when you give us your information – i.e. when joining the network and/or registering for an event or training.

This privacy notice also explains your rights in relation to your personal data (e.g. you – the data subject), how we will protect it and the controls and safeguards we provide for this data. This includes understanding, at all times, precisely what data we are storing for and about you, who (if anyone) can see that data, and whether you give permission for that data to be shared with sponsors, suppliers and partners.

The processing of personal data, such as the name, address, e-mail address, telephone number and employment information shall always be done so in line with the General Data Protection Regulation (GDPR), The UK Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR).

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1. Who are we?

The MemberWise Network is both unique and different. It is an independent professional network that provides practical help and support to circa 8,500 membership organisation and association professionals based in the UK and overseas.

We are registered as a data controller (with the Information Commissioners Office, ICO) under registration number ZA298939.

2. The information we collect about you, why we need it and who it's shared with?

We collect information about you to enable us to function as a professional network. Under the UK and EU GDPR, we are required to identify a Lawful Basis for processing your personal data, to which we have identified Legitimate Interest, Contract and Consent as appropriate. We may also rely on Vital Interest – e.g. in the event of a life or death situation - you are taken ill at a MemberWise event – or Legal Obligation should we be required provide information to legal authorities to prevent fraud, crime etc.

Members

We collect the following data so that we can provide members with information about our activity, tools and resources that will enable members to develop/learn:

Data Type	Purpose(s) of processing	Source(s)	Lawful Basis	How long is the data kept for?
First Name & Last Name, Email address, Country, Job Title, Name of Organisation,	<p>For the purposes of administering your membership (delivering online and offline member benefits) and attendance at MemberWise events, training and engagement with MemberWise Learn/Connect and your CPD</p> <p>To fulfil an ongoing membership contract with its associated terms and conditions.</p> <p>This means, for example, we will collect, store, structure and use your personal information for the transmission of digital communications related to the administration of your membership; for example, essential communications such as the MemberWise Newsletter which is closely aligned with the MemberWise Mission Statement that you have signed up to:</p> <p><i>“An independent professional network that provides practical help and support to over circa 6,500 membership organisation and association professionals based in the UK and overseas”</i></p>	Online Application Form MemberWise Connect & Learn Profiles, EventBrite Booking Form MemberWise Learn Profile/Record and Email	<p>Legitimate Interest</p> <p>Contractual</p>	Whilst a direct relationship is in place (e.g., Member, Prospect/Lead)

Email Address	To send you communications about our products and services that are 'professionally relevant' to you and your organisation. Material that we send to you may be relevant based on your profile, because of the type, size or location of the organisation that you work in, or because you are the right post-holder for a certain set of decisions based on factors like your role, seniority, and responsibilities. To send you electronic marketing communications that fall within the Privacy and Electronic Communication Regulations	Online Application Form MemberWise Connect Profile, EventBrite Booking Form MemberWise Learn Profile/Record	Legitimate Interest Consent	Whilst a direct relationship is in place (e.g., Member, Prospect/Lead)
Where your heard about us	For reporting and statistical purposes and to help us understand our existing and potential member base	Online Application Form MemberWise Connect & Learn Profiles, EventBrite Booking Form MemberWise Learn Profile/Record	Legitimate Interest	Whilst a direct relationship is in place (e.g., Member, Prospect/Lead)
Gender	For statistical purposes to understand representation across the membership, Diversity, equality and inclusion	Online Application Form MemberWise Connect & Learn Profiles, EventBrite Booking Form MemberWise Learn Profile/Record	Legitimate Interest	Whilst a direct relationship is in place (e.g., Member, Prospect/Lead)
Career Level	For statistical purposes to understand representation across the membership, Diversity, equality and inclusion and to personalise content delivery	Online Application Form MemberWise Connect & Learn Profiles, EventBrite Booking Form MemberWise Learn Profile/Record	Legitimate Interest	Whilst a direct relationship is in place (e.g., Member, Prospect/Lead)
Your Completed Learning Activity	For statistical purposes to understand representation across the membership, Diversity, equality and inclusion and to personalise content delivery	MemberWise Learn Profile/Record	Legitimate Interest	Whilst a direct relationship is in place (e.g., Member, Prospect/Lead)
Membership Type, Organisation Type, Membership Reach, Size	For statistical purposes to understand representation across the membership, Diversity, equality and inclusion and to personalise content delivery	Online Application Form MemberWise Connect & Learn Profiles, EventBrite Booking Form MemberWise Learn Profile/Record	Legitimate Interest	Whilst a direct relationship is in place (e.g., Member, Prospect/Lead)
Dietary Requirements	Collected for face-to-face conferences and events to ensure dietary requirements are met	Conferences and Events	Legitimate Interest Condition for Processing – Explicit Consent	Until the event attended has ended.
Cookies – e.g. IP address and other behavioural data	Tracking of online behaviour/downloads for internal analytics analysis/review that help MemberWise refine and improve online content	Website MemberWise Connect MemberWise Learn	Legitimate Interest	Whilst a direct relationship is in place (e.g., Member, Prospect/Lead)

Suppliers

We collect the data below so that we provide information about the latest promotional opportunities available.

The personal data we may collect from you and process is:

Data Type	Purpose(s) for processing	Source(s)	Lawful Basis	How long is the data kept for?
First Name & Last Name, Email address, Country, Job Title, Company Name	For the purposes of administering current/potential future relationships with suppliers. For the purpose of administering and marketing the MemberWise Recognised Supplier Programme and marketing related to online and offline products/services.	Supplier Online Application Form and or MemberWise Recognised Supplier on boarding process.	Legitimate Interest	Whilst a direct relationship is in place and/or prospecting has been initiated.
Email Address	To send you communications about our promotional opportunities. Material that we send to you may be relevant based on your role, organisation and/or product/service offering. To send you electronic marketing communications that fall within the Privacy and Electronic Communication Regulations	Supplier Online Application Form and or MemberWise Recognised Supplier on boarding process.	Legitimate Interest Consent	Whilst a direct relationship is in place and/or prospecting has been initiated.
Telephone Number	To communicate our promotional opportunities and/or form part of our MemberWise Recognised Supplier on boarding process.	Supplier Online Application Form and or MemberWise Recognised Supplier on boarding process.	Legitimate Interest	Whilst a direct relationship is in place and/or prospecting has been initiated.
Where you heard about us	For internal reporting/analytics.	Supplier Online Application Form and or MemberWise Recognised Supplier on boarding process.	Legitimate Interest	Whilst a direct relationship is in place (e.g., Member, Recognised Supplier, Prospect/Lead)
Dietary Requirements	Collected for face-to-face conferences and events to ensure dietary requirements are met	Conferences and Events	Legitimate Interest Condition for Processing – Explicit Consent	Until the event attended has ended.



3. Direct Marketing

Marketing is generally seen as an important tool, but we want to respect the wishes of you, the recipient of our marketing. Under GDPR you have an absolute right to object to direct marketing and if you wish to do so please contact unsubscribe@memberwise.org.uk. We have undertaken a balancing test to compare our legitimate interests versus your interests and indeed fundamental rights and freedoms under GDPR, which require the protection of your personal data.

We will only process your personal data on these grounds if we have determined that our services are 'professionally relevant' to you and your organisation.

There are certain circumstances, particularly in regards electronic marketing communications that fall within the Privacy and Electronic Communication Regulations; where we are likely to need consent from you in order to process your data. If this is the case we will ensure that the consent that you provide is by a clear affirmative act establishing a freely given, specific, informed and unambiguous indication of your agreement to the processing of personal data relating to you.

You may withdraw consent at any time by either unsubscribing (via the Unsubscribe link on the footer of all network emails) or requesting to unsubscribe via the following email address – unsubscribe@memberwise.org.uk

We believe that the recipients of our marketing have a reasonable expectation that MemberWise will process their Personal Data.

4) How we Keep Personal Data Secure

We have assessed and considered the technical and organisational security measures required to protect personal data. The MemberWise Network have implemented appropriate safeguards in line with our obligations under the GDPR.

MemberWise routinely conducts Data Protection Impact Assessments with risk mitigation outputs that may include:

- data minimisation
- de-identification
- privacy by design and default
- adding extra transparency
- additional layers of encryption
- multi-factor authentication
- data retention limits
- restricted access
- an opt-out preference
- anonymization
- encryption, hashing, salting
- other technical security methods used to protect data



The likelihood of impact and the severity of negative impact of our processing on your data has been assessed and deemed to be negligible.

5) Who your information is shared with

MemberWise will share your personal data with third parties for the purposes of essential member service processing. The following third parties will receive your personal data for the following purpose(s) as part of the processing activities:

Organisation	Purpose	Country (non-EU)/international organisation	Safeguards in place to protect your personal data	Retrieve a copy of the safeguards in place here:
Blue Sky eLearn	Learning Management System (LMS) Functionality	United States (US)	An overview of the safeguards that are currently in place can be found here .	Email: privacy@blueskyelearn.com
Cantarus	MemberWise App / MemberWise Connect Functionality	United Kingdom (UK)	All Traffic Secured End-to-End with SSL and HTTPS. No PII is stored by Cantarus; only anonymised device IDs Any information stored on the device is encrypted using the built-in operating system security measures	Email: info@memberwise.org.uk
dotdigital	Network Sign-Up, hosting of member details and Email Communication Delivery	United Kingdom (UK)	dotdigital complies with its obligations under the GDPR and has taken steps to comply with the requirements of Article 28. More information...	Email info@memberwise.org.uk
Higher Logic	MemberWise Connect Online Community Delivery	United States (US)	Encrypted Secure Socket Licence. The company holds TRUSTe status .	Email info@memberwise.org.uk
RD Mobile	Conference and Member Engagement Applications	United States (US)	Standard Contractual Clauses (SCCs) for all data transfers and website forms.	See https://www.resultsdirect.com/privacy
SurveyMonkey	Network Survey Delivery	United States (US)	Please visit this page on the SurveyMonkey website.	Email info@memberwise.org.uk



MemberWise will share your personal data with third parties who sponsor specific online and offline learning programmes/promotions. Delegates/Participants have the opportunity to opt-out of third-party contact.

6) Your Rights

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you free of charge (we will usually respond within 30 days; however more complex requests may take up to 3 months)
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that MemberWise refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined below

All of the above requests will be forwarded on should there be a third party involved in the processing of your personal data.

7) Other websites

On occasion our website will contain links to other websites. This privacy policy only applies to The MemberWise Network website. When you link to other websites you should read their own privacy policies.

Changes to our privacy policy

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 20th February 2021.

8) How long we keep information collected about you

Any information provided by you will be retained for as long as necessary in connection with the purposes for which it was provided, for example, to respond to your enquiry. In respect of any contact information stored within our customer relationship management (CRM) system, we will delete your details upon request and if we have not had any further communication with you within a period of three years.



Any information collected as part of an application for membership will be stored for the term of an individual's term of membership and 6 months thereafter.

Any information collected about you or your activity through the use of cookies will be retained for the time periods set out in the above table.

In any case, once we have processed any information about you in connection with the purposes for which it was provided or collected, we will securely delete or anonymise (to the extent such information was capable of identifying you in the first instance) such information upon expiry of the above time periods.

9) International Data Transfers

We may transfer your information to our data processors within and outside the UK/European Economic Area but will do so with appropriate measures and controls in place to protect that information in accordance with applicable data protection laws and regulations and regulatory guidance. In all instances, we will take into account the nature of the information we are transferring, and the level of protection provided by those processors.

10) Our website uses cookies; this is what they do and this is how you can stop them

You do not have to give us any personal data in order to use this website. However, you may provide us with personal data by completing forms on this website or by contacting us by telephone or email.

When you visit this website, we will automatically collect the internet protocol (IP) address of the device used by you to visit this website as well as the type of the device, browser version and time zone setting.

This will enable us to identify you as a unique user for analytical purposes and to optimise our website for your device. This data does not allow us to, and we will not attempt to use this data to, identify you.

Anonymised information relating to website visits may be shared with approved stakeholders.

11 Cookies

This website uses small text files, called cookies, which are automatically stored on your device when you access and use certain features of this website. As cookies are unique, we can use them to distinguish you from other users. To find out more about cookies, how to refuse them and how to change your device's cookie settings, you should visit [All About Cookies](#). Please note that if you refuse to accept cookies or change your device's cookie settings, you may not be able to use all of this website's features.

Data collected from the use of cookies does not allow us to, and we will not attempt to use this data to, identify you.



The categories of cookies used by this website are as follows:

- Strictly necessary cookies – cookies that are required for the operation of this website and its features, such as accessing secure areas of this website
- Performance cookies – cookies that allow us to recognise and new and returning users to this website and to track how they navigate around it to help us improve this website

The cookies used by this website are as follows:

Google Analytics

Source	Cookie	Description
Google Analytics	__utma	This cookie creates a unique ID when a new visitor browses our website. It helps us to assess the number of new visitors to our site, and also identify whether we are receiving repeat visitors, too.
	__utmb	These two cookies help us measure a visitor's session, giving us data on what time visitors arrive and how long they spend browsing our website.
	__utmc	
	__utmz	This cookie gives us information about how a visitor got to our site (e.g. Google Search, referral site, social media, direct URL, etc.) and also which pages they viewed after they arrived.
	Double Click	This cookie collects anonymised Ad Views, Analytics, Browser Information, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data, Page Views, Serving Domains)
	Audiences	This cookie collects anonymous data (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views , Serving Domains)
Relic	Anonymous (Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Interaction Data , Page Views , Serving Domains).	

These cookies are used by the Google Analytics service to identify unique visitors to this website, where they came from, which pages they visit and how long they spend on it.

Further information can be found in the [Google Privacy Policy](#).

Most browsers allow you to refuse to accept cookies; for example:

- (a) In Internet Explorer you can block cookies using the cookie handling override settings available by clicking "Tools", "Internet Options", "Privacy" and then "Advanced";
- (b) In Firefox you can block all cookies by clicking "Tools", "Options", "Privacy", selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and



- (c) In Chrome you can block all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Content settings", and then selecting "Block sites from setting any data" under the "Cookies" heading.

Blocking all cookies will have a negative impact upon the usability of many websites. If you block cookies, you will not be able to use all the features on our website.

You can also delete cookies already stored on your computer; for example:

- (a) In Internet Explorer you must manually delete cookie files (you can find instructions for doing so at <http://windows.microsoft.com/en-gb/internet-explorer/delete-manage-cookies#ie=ie-11>);
- (b) In Firefox you can delete cookies by clicking "Tools", "Options" and "Privacy", then selecting "Use custom settings for history" from the drop-down menu, clicking "Show Cookies", and then clicking "Remove All Cookies"; and
- (c) In Chrome you can delete all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Clear browsing data", and then selecting "Cookies and other site and plug-in data" before clicking "Clear browsing data"

12) How to contact us in regards to your rights or make a complaint

In the event that you wish to make a complaint about how your personal data is being processed by MemberWise (or third parties above), or how your complaint has been handled, you have the right to lodge a complaint directly with the ICO and MemberWise's data protection representative.

	Data Protection Rep contact details
Contact Name:	Richard Gott
Address line 1:	19 Highfield Road
Address line 2:	Birmingham
Post Code	B15 3BH
Email:	info@memberwise.org.uk