



How we use your personal information

What is personal data?

Your personal data is information that identifies you, such as your date of birth or your address. It can also be information that reveals something about you, for example your contact details. Depending on your relationship with us, we may also hold health information, donation details or other relevant data.

However, you are connected with us, we will respect your privacy and your rights.

How and why we use your information

We will only use any personal information you send us for the purposes for which you provide it and that is to create and manage an account to access our e-learning hub. The information required is name and email address.

Sharing your information

Alzheimer's Society does not sell your information to other charities or organisations.

The Society does use suppliers to help us fulfil orders and engage with you. We've undertaken due diligence on all these organisations and have entered into contracts requiring them to only process your information for the purposes we instruct them to and in a safe manner.

If an organisation requested that you complete the training, we may share information about your progress and completion with:

- the organisation you work for; and / or
- another organisation who requested that you complete the training

With your consent, the Society may pass your information on to media organisations to use to promote the work of the Society.

Storing your information

We keep your information only as long as is needed for the purpose we were collecting and using it for and then we dispose of it securely. Alzheimer's Society has a robust Schedule for securely holding and disposing of supporter information. How long we keep your information depends upon our relationship with you.

The information we need for our learning hub will be stored for 12 months from the date you login. This enables us to be able to retrieve any relevant information once your learning has expired e.g., downloading certificates and handouts. After 12 months details will be removed from the learning hub.

Where is your information held?

We hold most information on a central system which has security measures and controls in place to protect the data within it.



Where we use other organisations to help us operate the service they may hold information outside the UK. However, where this is the case, we make sure that your rights are protected through engaging in appropriate due diligence and robust contract management.

How we support your privacy rights

Security and confidentiality

We take care to make sure your information is secure when we use, store and transmit it. It is only accessed by people who have been verified and authorised to do so. Every one of us who has access to your personal information is obliged to respect that it is confidential and we deliver training to make sure this happens.

Your consent

If we are using your data on the basis of your agreement then at any time, you can withdraw your consent and we will stop using it.

Further rights

Please contact us at any time you want to:

- See what information we hold on you
- Request a portable copy of your information
- Ask for corrections to be made
- Ask us to stop using your information in any way.

You can do this by contacting the Information Governance team:

- In writing to Alzheimer's Society, Scott Lodge, Scott Road, Plymouth, PL2 3DU
- By email to information.governance@alzheimers.org.uk

We'll do our best to respect your wishes.

How to contact us

If you have any questions about how we are using your information please contact us:

- By phone to Customer Care on 0330 333 0804
- In writing to Customer Care, Alzheimer's Society, Scott Lodge, Scott Road, Plymouth, PL2 3DU
- By email to enquiries@alzheimers.org.uk

You can also use the online form for general enquiries on our website [alzheimers.org.uk](https://www.alzheimers.org.uk)

Complaints



**Alzheimer's
Society**

If you are unhappy with how we are processing your information, please contact us using the details outlined above. If you are still unhappy after receiving our response, you can raise your concern with the [Information Commissioner's Office](#).