



## Privacy Policy

### Introduction

Dementia Community is a membership organisation and Community Benefits Society, we collect personal data for various reasons, including membership to our community, subscriptions to the Journal of Dementia Care and attendance at our events. By accessing our services, you establish a contract with us, which entitles us to process your data for the purposes of fulfilling the contract.

### Your Rights

Your rights can be summarised as follows:

- The right to be informed - this page informs you of the data we collect and how we use it
- The right of access - you may request a copy of the personal data we hold about you
- The right of rectification - you can correct your data through the online services we provide you, or you may ask us to do it for you
- The right to erasure - you can ask us to remove your data - please see below for details.
- The right to restrict processing - you can ask us to keep your data but not use it
- The right to data portability - you can ask us to provide your personal data in a form that can be readily used by other organisations
- The right to object - you may object to your data being processed for official use, direct marketing or research/statistical analysis.
- Rights in relation to automated decision making and profiling - we do not use these processes

For more information about each of these rights, please consult [the Information Commissioner's website](#).

If you wish to exercise any of these rights or have any doubts about how to do so in respect of the data we hold about you, please use subject 'About my data' on the ['Contact Us' page](#).

You may withdraw your consent for us to hold your data at any time. This may result in us no longer being able to fulfil our obligations under our contract, so some services may become unavailable to you. We may refuse to delete data only under circumstances allowed in legislation (e.g. the data is required to fulfil other legal obligations such as accounting records).

Please read the details below for further information.

If you have any complaint about our handling of your data, please raise it with us using the 'Contact Us' page. If you remain unsatisfied with our handling of your issue, you have the right to raise the matter with [the Information Commissioner](#).

### **Reporting a Data Breach**

If you suspect that our company has suffered a data breach, please contact us as soon as possible using the 'Contact Us' page.

### **About Our Website**

We use cookies on our website (small data packets that are stored in your browser) to enhance your experience on our site, for example when you log in. You can change your browser settings to prevent cookies being downloaded, but this may affect your usage of some of our services.

When someone visits our website we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it. [Find out about Google's Data Protection policies here](#).

We sometimes show you embedded media - this can be a YouTube or Vimeo video, Facebook, Twitter or Google Maps service. When you view media served from these services, the service collects data about you.

We sometimes link to external websites which are not under our control. We collect anonymised data about the links you follow on our website, using the Google Analytics service mentioned above.

The website uses an SSL certificate, server firewall and login/brute-force attack prevention measures.

When you become a Community Member, Investor or Subscriber an account is created on the website with your name and email address, and you are able to view, edit and delete the information we hold about you when logged into that account. If you have any problems doing so, please contact us via [the 'Contact Us' page](#) and we will undertake your requested changes.

In the event that your account is deleted, we may retain your comments, communications and support conversations to inform us and other customers about our service, but these will be attached to an anonymous account.

When you place an order via our website, we retain your billing data (products, name, address, email address and optionally telephone number(s)) for audit purposes in

accordance with HMRC requirements. You receive a website login through which you can manage your account data - you can request deletion of your account at any time. Payment is managed by Stripe Payments Europe Limited ([GDPR compliance information here](#)), who retain your credit card details for future orders if you choose to store them. If you have chosen to allow Stripe to retain your credit card details and wish to have them deleted, please contact us using the 'About my data' option on [the 'Contact us' page](#) and we will arrange for the deletion to occur.

### **Email Communications**

When you interact with us via our website, you might receive:

Email confirmation of a communication

A copy of your enquiry submitted via our contact form

Order status emails

Subscription reminders

### **Newsletters**

We will retain copies of these communications as business records. If you wish your communications to be deleted from our records, please use the 'About my data' option on [the 'Contact Us' page](#).

Where we offer the option to be kept informed of news and offers by email (our mailing list), we use the Mailchimp service ([GDPR compliance information here](#)). As part of this service your data may be transferred outside the EU under the auspices of Mailchimp's EU-US Privacy Shield Certification. The Mailchimp service allows you at any time to edit or remove your details from our mailing list, via links at the bottom of every email sent to you.

### **Changes to this Privacy Notice**

We keep our privacy notice under regular review. This privacy notice was last updated on 09/02/2024