



Website and Privacy Policy

Purpose

This website Privacy Policy describes how PMA protects and makes use of the information provided by its members to the organisation when using the website. If visitors to the website or PMA members are asked to provide information when using the website, it will only be used in the ways described in this privacy policy.

General Data Protection Regulation (GDPR) guidance

PMA gather and use certain information about individuals to provide products and services and to enable certain functions on the PMA website.

PMA also collect information to better understand how visitors use the website and to present timely, relevant information to them.

Data we gather

PMA may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information, such as postcode, preferences and interests
- Website usage data
- Other information relevant to client enquiries
- Other information pertaining to eligibility for special offers and surveys
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How we use this data

Collecting this data helps us understand what you are looking from the PMA and enables us to deliver improved products and services. Specifically, we may use data:

- For our own internal records.
- To improve the products and services we provide.
- To contact you in response to a specific enquiry.
- For feedback on our services
- To customise the website for you.
- To send you promotional emails about products, services, offers and other things we think might be relevant to you.
- To send you promotional mailings or to call you about products, services, offers and other things we think might be relevant to you.
- To contact you via email, telephone or mail for market research reasons.

Data storage

These rules describe how and where data will be safely stored. Questions about storing data safely can be directed to the Data Controller.

When data is stored on paper, it will be kept in a secure place where unauthorised people cannot see it. These guidelines also apply to data that is usually stored electronically but has been printed out for some reason:

- When not required, the paper or files will be kept in a locked drawer or filing cabinet.
- Employees will make sure paper and printouts are not left where unauthorised people could see them, like on a printer.
- Data printouts will be shredded and disposed of securely when no longer required.
- When data is stored electronically, it will be protected from unauthorised access, accidental deletion and malicious hacking attempts:
- Data will be protected by strong passwords that are changed regularly and never shared between employees.
- If data is stored on removable media (like a USB), these will be kept locked away securely when not being used.
- Data will be backed up frequently. Those backups will be tested regularly, in line with the company's standard backup procedures.
- Data will never be saved directly to laptops or other mobile devices like tablets or smart phones.
- All servers and computers containing data will be protected by approved security software and a firewall.

Data use

Personal data is of no value to the PMA unless the business can make use of it. However, it is when personal data is accessed and used that it can be at the greatest risk of loss, corruption or theft:

- When working with personal data, employees will ensure the screens of their computers are always locked when left unattended.
- Personal data will not be shared informally.
- Data will be encrypted before being transferred electronically. The IT manager can explain how to send data to authorised external contacts.
- Personal data will never be transferred outside of the European Economic Area.
- Employees will not save copies of personal data to their own computers. Always access and update the central copy of any data.

Data accuracy

PMA takes all reasonable steps to ensure data is kept accurate and up to date. The more important it is that the personal data is accurate, the greater the effort PMA will put into ensuring its accuracy.

It is the responsibility of all employees who work with data to take reasonable steps to ensure it is kept as accurate and up to date as possible.

Data will be held in as few places as necessary. Staff will not create any unnecessary additional data sets.



Staff will take every opportunity to ensure data is updated. For instance, by confirming a customer's details when they call.

PMA will make it easy for data subjects to update the information PMA holds about them.

Data will be updated as inaccuracies are discovered. For instance, if a customer can no longer be reached on their stored telephone number, it will be removed from the database.

Cookies and how we use them

What is a cookie?

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website. A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

How we use cookies

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- Identify whether you are signed in to our website. A cookie allows us to check whether you are signed in to the site.
- Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- To recognise when you return to the PMA website. We may show your relevant content or provide functionality you used previously.

Cookies do not provide PMA with access to your computer or any information about you, other than that which you choose to share with us.



Cookies that PMA uses

PMA use cookies for the following purposes:

- PHPSESSID – This cookie is used for managing user session on the website
- Our service providers use cookies and those cookies may be stored on your computer when you visit the PMA website.

PMA uses a WordPress architecture – and as an integral component the following cookies are deployed on the website for the following reasons:

- wordfence_verifiedHuman – Cookie set by the Wordfence Security WordPress plugin protects the site against malicious attacks.
- wfvt_ – Cookie set by the Wordfence Security is a WordPress plugin which notes information about your general geographic location.
- wordpress_* WordPress cookie for a logged in user.

PMA uses Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy notice is available at: <https://www.google.com/policies/privacy/>.

The relevant cookies are:

- _gat – This cookie is used for Google Analytics to throttle request rate.
- _ga – This cookie is used for Google Analytics to distinguish unique users by assigning a randomly generated number as a client identifier.

Social Media Facebook

- fr - Allows you to control the "Follow us on Facebook" and "Like" buttons on Facebook

Social Media Twitter

The following cookies are used by Twitter in order to integrate functionality into the PMA website in the form of Twitter feeds and follow buttons. The cookies are used for a variety of purposes including analytics:

- _ga
- _gid
- guest_id
- personalization_id
- pid

Managing cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

(a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);



(b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);

(c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);

(d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);

(e) <https://support.apple.com/kb/PH21411> (Safari); and

(f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).
Controlling cookies

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.

However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

Controlling information about you

When you fill in the registration form or provide your details on the PMA website, you will:

- Opt-in to receive marketing communications from the PMA by email.
- If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:
- Send an email to Austin Ambrose: austin@practicemanagersuk.org
- Press the unsubscribe button on all newsletters and email marketing
- Telephone direct on: 0330 111 6459
- Write to us at:

Practice Managers Association, 7 St Petersgate Stockport Cheshire, SK1 1EB

Any personal information we hold about you is stored and processed under our data protection policy, in line with the Data Protection Act 1998.

Security

We will always hold your information securely.

To prevent unauthorised disclosure or access to your information, we have implemented strong physical and electronic security safeguards.



We also follow stringent procedures to ensure we work with all personal data in line with the relevant legislation including Data Protection Act 1998, the EU General Data Protection Act 2018 (GDPR) and we are registered with the Information Commissioners Office.

Links from our site

Our website may contain links to other websites. Please note that we have no control of websites outside the www.practicemanagersuk.org domain. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

Always be wary when submitting data to websites. Read the site’s Data Protection and Privacy Policies fully.

Data Controller

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Revisions control:

Date	Summary of changes made	Changes made by (Name)	Version No.
14 th July 2016	New Privacy Policy Statement created	Ian Jones	1.0
24 th Sept 2016	Data management guidelines	Austin Ambrose	2.0
2 nd Nov 2016	Revised Cookie statements and address changes	Ian Jones	3.0
21 st Sept 2017	Address and contact details updated	Ian Jones	4.0
20 th May 2018	Review to ensure GDPR Compliance & to add additional clarity to about revised cookies	Ian Jones	5.0
November 2019	Review – remove reference to Delegate central and introductory paragraph , along with paragraph explaining what GDPR is	Elaine Crowther	6.0

Next Review Due:

November 2020