

# Data Retention Policy

*Last Updated: 04 June 2018*

Thank you for visiting the **British Academy of Audiology**.

Your privacy is important to us. This Retention Policy is where we explain to you how long we may retain personal information that is collected when you visit our site, [www.baaudiology.org](http://www.baaudiology.org), when you become a member of our association, or when you communicate with us.

This policy should be read together with our Privacy Policy and Cookie Policy which together with this Retention Policy describe the manner in which we handle your personal information when you visit our site.

For convenience, we have divided our data protection policies into three separate pages:

1. **Our Privacy Policy:** You can find our Privacy Policy [\[HERE\]](#) which explains generally how we collect, use, store, and protect your personal information.
2. **Our Cookie Policy:** Our Cookie Policy is available [\[HERE\]](#) and explains more about how we may collect personal information about you via cookies (it also explains what cookies are).
3. **Our Retention Policy:** Our retention policy, which is this document, explains how long we may hold onto personal information collected or processed by us.

If you have any questions please do not hesitate to contact our appointed Data Privacy Officers, Fitwise Management Limited, at [privacyofficers@fitwise.co.uk](mailto:privacyofficers@fitwise.co.uk) or, if you prefer to call or write to us, then you can find our contact details at the bottom of this page.

## WHO WE ARE

We are the British Academy of Audiology. We are registered in England as a limited liability company. Our registered number is 04950685 and our registered office is at 'Brambles' Bere Farm Lane, North Boarhunt, Fareham, England, PO17 6JJ.

But, for the purposes of this Privacy Policy, it's just easier if we refer to ourselves as "we".

## PURPOSE OF THIS DOCUMENT

The purpose of the Retention Policy is to explain what personal information we may collect about you when you visit our site, become a member of our association, communicate with us, or interact with our online services including the purpose of that collection, and how long we store that personal information for.

Our Retention Policy is broadly divided into four (4) sections:

- Our website;
- Our members details;
- Our events database; and
- Cookies.

Depending on how you interact with us and our services we may collect different types of personal information about you. The duration that we retain that personal information will vary depending on how you interact with us. For example, we may retain information about you for a longer period of time if you have asked us to keep you updated about developments in the association or if you become a member.

The types of personal information that we collect, its purpose, and retention period is detailed in the tables below.

## OUR WEBSITE

This table details the personal information and we may collect about you on our site located at [www.baaudiology.org](http://www.baaudiology.org).

Type of Personal Information	Purpose	Retention Period
First Name	If you get in touch with us via our site then we will ask you for your first name. We collect this information to help us to get to know you better and to provide a personable service	<b>Duration of inquiry*</b>
Last Name		
E-Mail Address		
Telephone Number		

*\*If you become a member of BAA then we will retain personal information about you in accordance with our contract which we will provide to you in writing before providing you with our services.*

## MEMBERS DETAILS

This table details the personal information that we may collect about you when you register to become a member of our association.

Type of Personal Information	Purpose	Retention Period
First Name	To ensure we deliver membership services to you and to match your requirements	For the duration of your membership. Lapsed members will be retained for one year.
Last Name		
Gender		
Job Title		
E-Mail Address		
Telephone Numbers		
Mailing Address		
Work Address		
Professional Interests		
Qualifications		
Professional Body's Reg. Numbers		

## EVENTS DATABASE

This table details the personal information that we may collect about when you attend one of our events or seminars. The main purpose for this information is to help us get in touch with you and help answer any queries you may have about our association, our membership services, and any other events we may run in the future.

Type of Personal Information	Purpose	Retention Period
First Name	To ensure we can communicate with you about the event for which you have registered. If you would	All event data will be retained for CPD purposes for 6
Last Name		
E-Mail Address		

Telephone Number	like to receive information about our future events you will be asked to opt in.	years. All mailing lists will be retained for 3 years.
Address		
Dietary requirements		
Access requirements		
Biography (speakers only)		

## COOKIES

You can find more information about the types of cookies that we use and their purpose by visiting our Cookie Policy [\[HERE\]](#).

### Google Analytics Cookies:

- **utma** - Used to distinguish users and sessions when they connect to our site  
*Type:* Analytics/performance cookie **Content:** Randomly generated number  
**Provider:** Google Analytics **Duration:** 2 years
- **utmb** - Used to determine new sessions/visits  
*Type:* Analytics/performance cookie **Content:** Randomly generated number  
**Provider:** Google Analytics **Duration:** 30 mins
- **utmc** - This cookie is set for interoperability data analytics software. This cookie operates in conjunction with the **\_utmb** cookie to determine whether the user was in a new session/visit  
*Type:* Analytics/performance cookie **Content:** Randomly generated number  
**Provider:** Google Analytics **Duration:** duration of visit / 1 year
- **utmz** - Stores the traffic source or campaign that explains how you reached our site  
*Type:* Analytics/performance cookie **Content:** Randomly generated number + information on how our site was reached (e.g. directly or via a link, organic search or paid search)  
**Provider:** Google Analytics **Duration:** 6 months
- **utmt** - This cookie is used to limit the amount of data that is collected on sites with a lot of traffic  
*Type:* Analytics/performance cookie  
**Provider:** Google Analytics **Duration:** The duration of your visit to our site

### AddThis Cookies:

AddThis is a third-party service used on this site to help you easily share our web page content using social media channels such as Facebook, Twitter etc, and to connect to our social media channels.

- **atuvc** - This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. It stores an updated page share count.  
**Type:** Social sharing/analytical/functional cookie **Provider:** AddThis **Duration:** One month
- **atuvv** - This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. This is believed to be a new cookie from AddThis which is not yet documented, but has been categorised on the assumption it serves a similar purpose to other cookies set by the service.  
**Type:** Social sharing/analytical/functional cookie **Provider:** AddThis **Duration:** 30mins
- **atrfs** - This cookie is associated with the AddThis social sharing widget which is commonly embedded in websites to enable visitors to share content with a range of networking and sharing platforms. Make sure the users sees the updated count if they share a page with AddThis social sharing.

**Type:** Social sharing/analytical/functional cookie **Provider:** AddThis **Duration:** The duration of your visit to our site

## Functional Cookies:

- *Not at this time*

## Essential Cookies:

- **PHPSESSID** - Cookie generated by applications based on the PHP language. This is a general-purpose identifier used to maintain user session variables. It is normally a random generated number, how it is used can be specific to the site, but a good example is maintaining a logged-in status for a user between pages. The main purpose of this cookie is: Strictly Necessary  
**Type:** Essential **Content:** text string **Provider:** CMS **Duration:** 24 hours
- **ccm-sitemap-selector-tab** – how the sitemap is rendered  
**Type:** Essential **Content:** text string Sitemap **Provider:** CMS **Duration:** 1 Year
- **Concrete5** – Cookie set by the website content management system (CMS) to check if the user is logged into an account or not when visiting the website.  
**Type:** Essential **Content:** text string **Provider:** CMS **Duration:** 1 Year
- **Concrete5\_Login** – Cookie set by the website content management system (CMS) to check if the user is logged into an account or not when visiting the website.  
**Type:** Essential **Content:** text string **Provider:** CMS **Duration:** 1 Year
- **IncludeSystemPages** –  
**Type:** Essential **Content:** text string **Provider:** CMS **Duration:** Length of visit
- **am\_adv\_fieldset** – tbc  
**Type:** Essential **Content:** text string token **Provider:** CMS **Duration:** 1 Year
- **am\_menu** – tbc  
**Type:** Essential **Content:** text string Product related **Provider:** CMS **Duration:** 4 Months

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. You may also delete any cookies stored on your computer at any time.

You can find out more about changing cookie settings on your computer by visiting <http://www.allaboutcookies.org/manage-cookies/>.

Different cookies may be stored for different periods of time. In many cases these cookies are updated automatically each time you visit our site or may expire and be deleted by your device automatically. Each time you visit our site you start a new “**session**”. When you leave our site the session ends. The expiry period of a cookie will usually run from the date of the most recent session. This means that, each time you visit our site, the expiry period for those cookies may reset.

It is important to understand that when a cookie is placed on your device it will reside on your hard drive until it expires and is deleted or it may reside on your hard drive until you manually delete it – this entirely depends on your individual browser settings and we do not have control over this.

## CHANGES TO OUR RETENTION POLICY

We may need to change this Retention Policy if it's necessary for legal reasons or to reflect changes to our site and services or the purposes for which we may wish to collect and process your personal information. In any case, the provisions of this Retention Policy may be changed without prejudice to your rights. When we change our Retention Policy we will make the updated Retention Policy available on our site and we will also update the "Last Updated" date.

Once we change our Retention Policy, we will use our reasonable efforts to inform you. This may include asking you to agree to the updated Retention Policy before we process further information about you or it may require us to suspend access to parts of our site until you agree to the updated Retention Policy – we will only restrict access to parts of our site where we deem it is necessary for us to collect or process personal information about you. If you have an account on our site then we may reset your login and seek new consent if there is a change in the purpose or duration that we retain your personal information.

You're welcome to contact us if you have questions about the changes.

## **CONTACT US**

This Retention Policy was prepared with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of our retention of your personal information. However, we are happy to provide additional information or explanation needed.

If you have any questions, comments or requests regarding our Retention Policy then please do not hesitate to get in touch with us. To make things easier for both of us we would appreciate it if your queries were addressed to:

**Data Privacy Officers  
Fitwise Management Limited  
Blackburn House  
Redhouse Road  
Seafield, Bathgate  
West Lothian  
United Kingdom**

or

**[privacyofficers@fitwise.co.uk](mailto:privacyofficers@fitwise.co.uk)**

or

**Telephone: +44 (0)1506 811077**