

Privacy Policy

Steve Blethyn (t/a Beyond First Aid) is committed to safeguarding your privacy. At all times we aim to respect any personal data you share with us, or that we receive from other organisations, and keep it safe. This Policy sets out our data collection and processing practices and your options regarding the ways in which your personal information is used.

This Policy contains information about your personal rights to privacy. Please read it to understand how we use your personal data. This Policy may be changed from time to time without notice.

You will have given us your personal data voluntarily, as without it you would be unable to book your training, plan event cover, purchase first aid supplies, or work for us.

How do we collect your data?

When you give it to us DIRECTLY

You may give us your personal data to book a course, plan an event, or purchase a first aid kit. You might share your information on our Facebook page or Twitter feed, when you work for us, when you volunteer for us, when you contact us by email, when you buy anything from us.

When you give it to us INDIRECTLY

Your information may be shared with us by others including users of our services and event organisers.

When you give permission to OTHER ORGANISATIONS to share it or it is AVAILABLE PUBLICLY

We may combine information you provide to us with information available from external publicly available sources. Depending on your privacy settings for social media services, we may also access information from those accounts or services. We use this information to gain a better understanding of your needs and to improve our communications. An example might be that you are a school, and you forgot to give us your post code, yet we can not contact you for it because it is a weekend.

What information do we collect?

We may collect, store and use the following kinds of personal data:

We will typically hold your name and contact details, including address, phone and e-mail address, and social media identity. However, we may request other information where it is appropriate and relevant, for example

- Your bank details or debit/credit card details
- Details of courses you, or your staff have attended
- Details of surveys you have completed

Do we process sensitive personal information?

Sensitive information about your state of health, your ethnicity and your political opinions are not usually collected by Beyond First Aid. However, in limited cases, we may need to collect personal data. If you are heavily pregnant for example, we don't want you rolling about on the floor or lifting casualties. We would only collect sensitive personal data if there is a clear reason for doing so, and in any case, will only do so with your explicit consent.

How and why will we use your personal data?

We may use your personal information to:

- Enable you to use all the services we offer.
- Send you information about our courses, updates or changes to relevant first aid procedures, such as the use of adrenaline auto-injectors, or to inform you when your certificate is about to expire.
- Provide you with the services, products or information you have requested.
- Handle the administration of any payments made by card, cheque, standing order or BACS transfer.
- Collect payments from you and send invoices or receipts to you.
- Make payments to you.
- Administer our accounts.

Payments

If you pay by credit or debit card, these financial transactions are handled through Stripe, a third-party payment services provider. We recommend that you read Stripe's privacy policy <https://stripe.com/gb/privacy> We will provide your personal data to Stripe only when necessary for processing payments. We do not store your financial details.

Children's data

We do not knowingly process data of any person under the age of 16, except for 'Event Cover' see below. If we come to discover, or have reason to believe, that you are under 16 and we are holding your personal information, we will delete that information within a reasonable period and withhold our services accordingly.

Event Cover

When covering events such as Martial Arts tournaments, or Triathlons etc. we may be handed personal data that you have provided to the event organisers. This will be purely for the purposes of providing appropriate medical cover should you require it, allergies, existing medical conditions etc. This information is either handed back to the event organisers at the end of the event or destroyed. This data may include information on children under the age of 16.

Other disclosures

In addition to the disclosures reasonably necessary for the purposes identified elsewhere in this privacy policy, we will disclose your information to regulatory and/or government bodies and/or law enforcement agencies upon request only when required to do so to satisfy legal obligations which are binding on us.

Security of and access to your personal data

We try to ensure that there are appropriate measures to prevent the loss, destruction, misuse, alteration, unauthorised disclosure or access to your personal information.

Your information is only accessible by appropriately trained staff.

Otherwise than as set out in this Policy, we will only ever share your data with your informed consent.

Your rights

Where we rely on your consent to use your personal information, you have the right to withdraw that consent at any time. This includes the right to ask us to stop using your personal information for direct marketing purposes or to be unsubscribed from our email list at any time. You also have the following rights:

Right to be informed

You have the right to be told how your personal data will be used. This Policy is intended to provide you with that information.

Right of access

You can write to us to ask for confirmation of what information we hold on you and to request a copy of that information. Provided we are satisfied that you are entitled to see the information requested and we have successfully confirmed your identity, from 25 May 2018, we will have 30 days to comply.

Right of erasure

As from 25 May 2018, you can ask us for your personal information to be deleted from our records. We would propose to stop further communications with you, rather than delete all your data. Some records need to be kept for 'x' years for accounting reasons, and we keep minimum data to ensure you are not contacted again. This would be Name, email address, and postcode.

Right of rectification

If you believe our records of your personal information are inaccurate, you have the right to ask for those records to be updated.

Right to restrict processing

You have the right to ask for processing of your personal data to be restricted if there is disagreement about its accuracy or legitimate usage.

Right to data portability

To the extent required by the General Data Protection Regulations (GDPR) where we are processing your personal information, you may ask us to provide it to you electronically.

To exercise these rights, please send a description of the personal information in question to admin@beyondfirstaid.co.uk

Where we consider that the information with which you have provided us does not enable us to identify the personal information in question, we reserve the right to ask for further information.

Please note that some of these rights only apply in limited circumstances. For more information, we suggest that you consult ICO guidance – <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

You are further entitled to make a complaint about us or the way we have processed your data to the Information Commissioner’s Office (“ICO”). For further information on how to exercise this right, please see the guidance at <https://ico.org.uk/for-the-public/personal-information> . The contact details of the ICO can be found here: <https://ico.org.uk/global/contact-us/>

Lawful processing

We are required to have one or more lawful grounds to process your personal information. Those applicable to Beyond First Aid are based on:

- consent
- contractual relationship
- legal obligations
- legitimate interests

Consent

We will ask for your consent to use your information to send you electronic communications such as newsletters and marketing emails, and if you ever share sensitive personal information with us.

Contractual relationships

Sometimes it will be necessary to process personal information so that we can enter a contractual relationship. For example, if you apply to volunteer with us, or if you book a course with us or purchase equipment from us.

Legal obligations

Sometimes we will be obliged to process your personal information due to legal obligations which are binding on us. We will only ever do so when strictly necessary.

Legitimate interests

Applicable law allows personal information to be collected and used if it is reasonably necessary for our legitimate activities (if its use is fair, balanced and does not unduly impact an individual’s rights). We will rely on this ground to process your personal data when it is not practical or appropriate to ask for consent.

Data retention

In general, unless still required in connection with the purpose for which it was collected, we remove your personal information from our records six years after the date it was collected.

However, if before that date

- your personal information is no longer required in connection with such purpose
- we are no longer lawfully entitled to process it
- you validly exercise your right of erasure

we will remove it from our records at the relevant time.

If you ask us to stop sending you direct marketing/fundraising/other electronic communications, we will keep your name, email address and postcode to ensure that you are not contacted again.

Policy amendments

We will review this Policy regularly and reserve the right to update it and post the updated version on our website. We recommend that you check this Policy occasionally to ensure you remain happy with it.

Third party websites

We link our website directly to other sites. Our Privacy Policy does not cover external websites and we are not responsible for the privacy practices or content of those sites. We encourage you to read the privacy policies of any external websites you visit via links on our website.

Updating information

You can check the personal data we hold about you, and ask us to update it where necessary, by emailing us at admin@beyondfirstaid.co.uk

Contact

We are not required by law to have a “Data Protection Officer”.

Please let us know if you have any queries or concerns about the way in which your data is being processed by emailing admin@beyondfirstaid.co.uk